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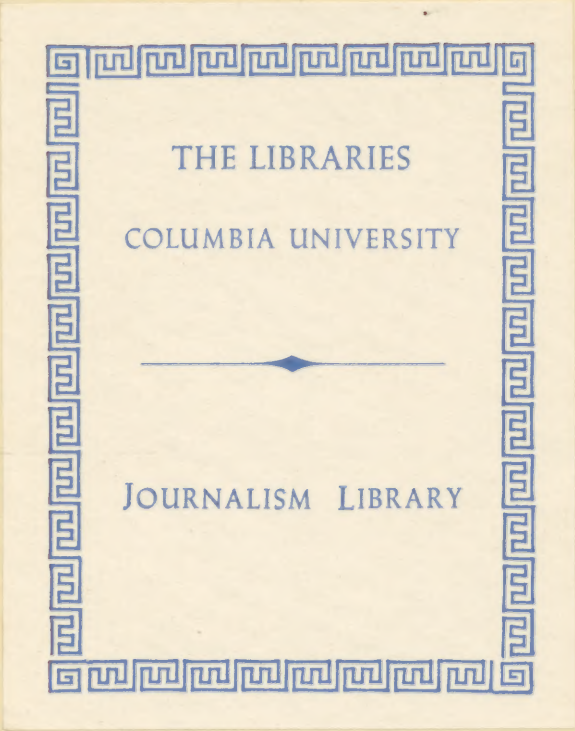
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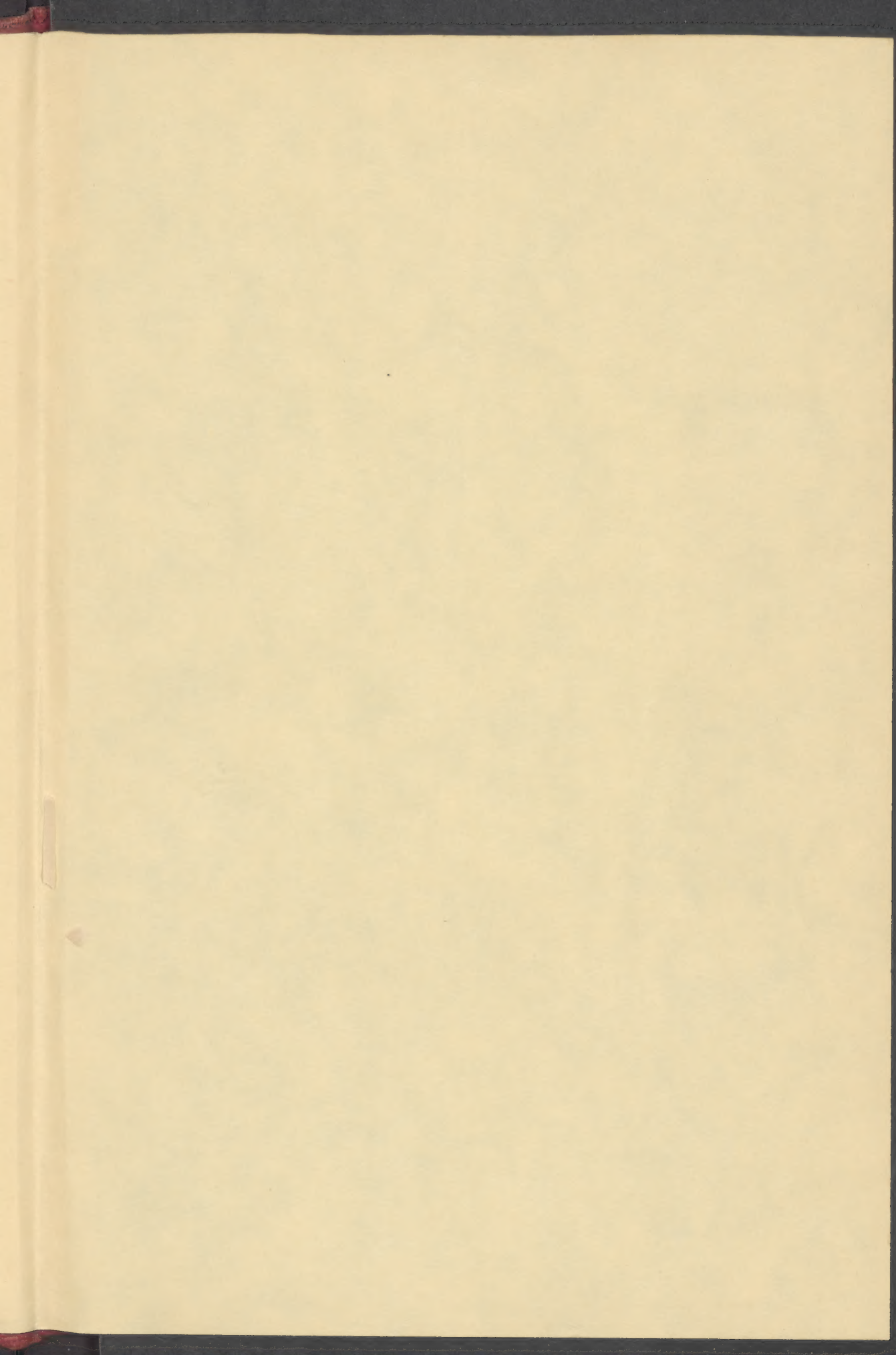
The World/The St. Louis

Post-Dispatch



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Two Anniversaries

THE WORLD

1883—1903

The
St. Louis Post-Dispatch

1878—1903

Two Accomplishments

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The World.

1883-1903.

Twenty Years.

On May 10, 1903, The World signalized the Twentieth Anniversary of its acquisition by Joseph Pulitzer by issuing a special number, comprising one hundred and thirty-six pages, with one thousand and eighty-eight columns and requiring for the edition nearly six hundred tons of paper.

It was the unique and memorable celebration of a success unparalleled in the history of journalism.

The sum of this success, and the key to it, were thus described in the leading editorials of that issue :

History in a Nutshell.

The success of The World in the fields of morals, politics and government—as “a daily teacher and a daily tribune, an instrument of justice, a terror to crime, an aid to education, an exponent of true Americanism”—is attested and described by many eminent and competent witnesses in other columns of this number. But in order to render great public service a newspaper must reach the great public, and not only reach the people but be trusted and inspired by them. How The World has succeeded in doing this is best told by the plain figures that are more impressive than figures of speech.

In the month of May prior to Mr. Pulitzer's purchase of The World the average daily circulation of the paper in the territory now included in Greater New York was only 9,669.

In the month of April twenty years after the average daily circulation of The World in this city—all returns, exchanges, free or unsold copies of the morning edition deducted—was 518,707.

The gross circulation outside the city of New York in 1883 was 7,628. In April, 1903, the net average country circulation was 307,272.

Thus the DAILY GAIN in the city circulation has been ABOVE HALF A MILLION and in the country THREE HUNDRED THOUSAND.

This GAIN ALONE in the twenty years far exceeds the total circu-

lation of all the daily newspapers printed in New York at the time Mr. Pulitzer took control of The World.

The increase in the mere bulk of the circulation is indicated by the figures showing that for the last week in April, 1883, The World used only $6\frac{1}{4}$ tons of paper, while in the last week of April, 1903, there was consumed 789 tons.

The total amount of white paper used in the twenty years was 651,459,509 pounds, requiring the wood from more than 37,000 acres of forest. Says the statistician: "A spruce forest as large as Central Park is cut down every three months to make paper for the various editions of The World." The weight of the paper consumed by The World every year "largely exceeds the combined weight of the two East River bridges."

The cost of the white paper for twenty years has been \$15,305,240.31, the cost of composition \$5,775,521.02; the payments for expressage and postage, \$1,920,541.31; the pay-roll of the office staff in this time has called for \$22,926,574.

And the total income of The World from May 10, 1883, to April 30, 1903, was more than \$67,000,000.

These are the concrete evidences of success—the material history of twenty years in a nutshell.

The Corner-Stone of Success.

The highest satisfaction felt by the editor of The World in its unexampled success comes from the reflection that it has not been won by any sacrifice of principle, any surrender of conviction, any appeal to party spirit or class prejudice. As was said on the Tenth Anniversary of the new World, his one aim has been to make it "an absolutely free and independent newspaper—the slave of no party, the mouthpiece of no boss, the organ of no faction, printing the news without favor and telling the truth without fear."

Although ardently devoted to Democratic principles, The World has not hesitated to criticise and oppose the Democratic party in the city, State and nation when it believed that party to have proclaimed false doctrines or nominated unfit candidates.

Although uncompromisingly independent, The World has zealously supported the Democratic party when that party stood for needed reforms in the Government and nominated the best men for office.

Although The World has generally opposed Republican candidates upon principle, it has never failed to recognize and to praise every act of

a Republican official which seemed to it right and conducive to the public welfare.

Although its constituency is largely local—the circulation of the morning World in this city being unquestionably greater than that of any other newspaper—it has for years consistently fought the Tammany bosses and machine in a city overwhelmingly Democratic.

Although opposed to corrupt corporations, to oppressive monopolies and to the rule of a plutocracy, it has stood steadfastly for the protection of property, for the maintenance of law and order against mob rule, and for sound money and the national honor when these were assailed by the silver craze and the Populist alliance under Mr. Bryan.

Although it has favored everything that tends to promote the general prosperity and to protect individual rights, it has never pandered to an ignorant and dangerous compound of false socialism and alien anarchy, and it has constantly opposed that unwarranted protection which through an outgrown tariff creates a privileged class, shelters monopoly, hinders trade and taxes the many for the benefit of the few. In all this it has been mindful of the declaration in its inaugural editorial twenty years ago: "True Democracy will not sanction the swallowing up of liberty by property any more than the swallowing up of property by communism."

That such a success as The World has achieved in the last twenty years has been won by firm adherence to moral principles is most creditable to the reading public, without whose approval no newspaper can endure. It is likewise most encouraging to a journalism whose prime object is to inform, to inspire and to serve the people.

The "New World" and Its Ideals.

Mr. Pulitzer's Inaugural—May 11, 1883.

The entire World newspaper property has been purchased by the undersigned, and will, from this day on, be under different management—different in men, measures and methods—different in purpose, policy and principle—different in objects and interests—different in sympathies and convictions—different in head and heart.

Performance is better than promise. Exuberant assurances are cheap. I make none. I simply refer the public to the new World itself, which henceforth shall be the daily evidence of its own growing improvement, with forty-eight daily witnesses in its forty-eight columns.

There is room in this great and growing city for a journal that is not

only cheap but bright, not only bright but large, not only large but truly democratic—dedicated to the cause of the people rather than that of purse-potentates—devoted more to the news of the New than the Old World—that will expose all fraud and sham, fight all public evils and abuses—that will serve and battle for the people with earnest sincerity.

In that cause and for that end solely the new World is hereby enlisted and committed to the attention of the intelligent public.

JOSEPH PULITZER.

His "Corner-Stone" Message.

Mr. Pulitzer cabled from his sick-bed at Wiesbaden, the day the Pulitzer Building corner-stone was laid, Oct. 10, 1889:

God grant that this structure be the enduring home of a newspaper forever unsatisfied with merely printing news—forever fighting every form of Wrong—forever Independent—forever advancing in Enlightenment and Progress—forever wedded to truly Democratic ideas—forever aspiring to be a Moral Force—forever rising to a higher plane of perfection as a Public Institution.

God grant that The World may forever strive toward the Highest Ideals—be both a daily school-house and a daily forum, both a daily teacher and a daily tribune, an instrument of Justice, a terror to crime, an aid to education, an exponent of true Americanism.

Let it ever be remembered that this edifice owes its existence to the public; that its architect is popular favor; that its corner-stone is Liberty and Justice; that its every stone comes from the people and represents public approval for public services rendered.

God forbid that the vast army following the standard of The World should in this or in future generations ever find it faithless to those ideas and moral principles to which alone it owes its life and without which I would rather have it perish.

JOSEPH PULITZER.

Testimonials and Tributes.

Contributions to the Twentieth Anniversary number of *The World*, by letter, telegraph or special article, were made by these highly representative and famous men and women:

Ex-President GROVER CLEVELAND.
 DAVID J. BREWER, Justice of the Supreme Court.
 Gen. NELSON A. MILES.
 Admiral GEORGE DEWEY.
 Hon. DANIEL S. LAMONT.
 Hon. WILLIAM H. MOODY, Secretary of the Navy.
 Hon. JAMES WILSON, Secretary of Agriculture.
 Hon. HENRY C. PAYNE, Postmaster-General.
 Hon. ELLIS H. ROBERTS, Treasurer of the United States.
 Cardinal GIBBONS.
 Right Hon. ARTHUR JAMES BALFOUR, Prime Minister.
 Sir CHARLES WENTWORTH DILKE, M. P.
 Right Hon. W. E. H. LECKY.
 ANDREW LANG.
 Senator RENE BERANGER, President Paris Academy of Science.
 PIERRE CURIE, the discoverer of radium.
 Prof. M. I. PUPIN, of Columbia University.
 SANTOS-DUMONT, inventor of airships.
 Rev. Dr. CHARLES H. PARKHURST.
 Rev. Dr. LYMAN H. ABBOTT.
 Rev. Dr. MINOT J. SAVAGE.
 Rev. Dr. WILLIAM S. RAINSFORD.
 Mrs. JULIA WARD HOWE.
 Mrs. SCHUYLER VAN RENSSELAER.
 Mrs. ROSSITER JOHNSON.
 Mrs. DONALD M'LEAN.
 JEANNETTE L. GILDER.
 MARGARET E. SANGSTER.
 Mayor SETH LOW.
 JOHN JACOB ASTOR.
 Hon. ANDREW H. GREEN.
 WILLIAM TRAVERS JEROME.

WILLIAM M. CHASE.

WILLIAM H. BALDWIN, JR.

JOHN B. M'DONALD.

Sir ALFRED HARMSWORTH, editor London Mail.

HENRY LABOUCHERE, M. P., editor London Truth.

C. ARTHUR PEARSON, editor London Express.

Hon. WHITELOW REID, editor New York Tribune.

Hon. CHARLES EMORY SMITH, editor Philadelphia Press.

Hon. ST. CLAIR M'KELWAY, editor Brooklyn Eagle.

Gen. CHARLES H. TAYLOR, editor Boston Globe.

GEORGE HARVEY, editor North American Review and Harper's Weekly.

JOHN BRISBEN WALKER, Cosmopolitan Magazine.

S. S. M'CLURE, McClure's Magazine.

P. F. COLLIER, Collier's Weekly.

Mr. Cleveland's First Election.

Extract from Grover Cleveland's Letter to The World.

I never can lose the vividness of my recollection of the conditions and incidents attending the Presidential campaign of 1884—how thoroughly Republicanism was intrenched—how brilliantly it was led—how arrogant it was—and how confidently it encouraged and aided a contingent of deserters from the Democratic ranks. And I recall not less vividly how brilliantly and sturdily *The World* then fought for Democracy; and in this the first of its great party fights under present proprietorship, it was here, there and everywhere in the field, showering deadly blows upon the enemy. It was steadfast in zeal and untiring in effort until the battle was won; and it was won against such odds and by so slight a margin as to reasonably lead to the belief that no contributing aid could have been safely spared. At any rate the CONTEST WAS SO CLOSE it may be said without reservation that if it had lacked the FORCEFUL AND POTENT ADVOCACY OF DEMOCRATIC PRINCIPLES AT THAT TIME BY THE NEW YORK WORLD the result might have been reversed.

Mr. Lamont's Testimony.

Not only did *The World* demand Mr. Cleveland's nomination, but in the close fighting that followed it worked hard and most effectively for his election. It was the great Democratic paper in New York City at that time and exerted immense influence on the result. It took the lead in the fight. Mr. Pulitzer personally participated in the campaign, and in the result, which was decided by a narrow margin of 600 votes, too much credit cannot be given *The World*.

The World's Editorial Page.

From the Contribution of Hon. St. Clair McKelway.

The writing on The World's editorial page is able as well as honest. It is skilful as well as sincere. It is vigorous as well as skilful, and it is versatile also. This is the case whether that page in any one issue merely moralizes the news of that day or whether space is given to a large subject, such as finance, or honest money or imperialism. Speaking by and large, with candor and without compliment, with intended accuracy and not with intended effusion—for Joseph Pulitzer is a large enough man to like truth more than treacle—one may say that the editorial page of the New York World has been the mirror of the mind of its owner and editor. It can be stated with knowledge that that page is more his solicitude than any other in his paper. It is the translation of his conscience and of his judgment into comment. The editorial page is the page of pages on any great newspaper. News-gatherers can be equalled or duplicated. Specialists can be made or found. The suggesters or designers of "features" in journalism are legion. Pertinent or impertinent paragraphs abound. But the editorial page, if it be worth while at all, must be manly and not modish, must be original and not imitative, must be created by the editor's study of subjects to their elements, and not by a copy or adoption of the views of contemporaries. And, beyond that, what is written must be believed. What is written must be unaffected by considerations of popularity or unpopularity. Any reader may wish that The World had a different opinion on this or that, but none will doubt that the opinion which it has is its own and will be held to against all comers.

Congratulations from an Old Co-Worker.

Telegram from Hon. Whitelaw Reid, Ambassador to Great Britain.

Milbrae, Cal., May 1, 1903.

I am glad to send congratulations on the anniversary you celebrate. On the commercial side it marks the most conspicuous success in the revival of the moribund newspaper New York has ever seen. On the political side Mr. Pulitzer has attained the uncomfortable distinction of being sometimes better than his party. We are both older than when I first knew him as a young reporter on the St. Louis Westliche Post, and it is gratifying to note that as the years go on occasions present themselves a little oftener in which we are freed from the necessity of antagonism.

The Open Secrets of a Revolutionary Success.

Gen. Charles H. Taylor, Editor of the Boston Globe.

Boston, May 1, 1903.

I heartily congratulate The World on the twentieth anniversary of that day, after more than twenty years of unvarying adversity, when the master hand of Joseph Pulitzer touched it, and, as Webster said of the corpse of public credit, under the touch of Hamilton, it "sprang upon its feet." The genius with which the new management turned the tide of fortune in six months I well remember, and shall never cease to admire. It will always remain a lesson in newspaper-making.

Mr. Pulitzer found The World an organ of a clique and he made it a leader of the people. He found it dependent and he made it independent. In my opinion, he not only made The World independent, but he also made it easy for the entire press of the country to pursue a more independent policy than in the past. We had non-partisan and bi-partisan and tri-partisan papers before The World was regenerated. But in the partisan press independence was comparatively unknown twenty years ago. Democratic papers and Republican papers took their politics straight.

The World has had a powerful influence in modifying that spirit of blind partisanship in the American press. It has insisted that the first duty of a newspaper is to its readers, and that it must give them the news as it occurs and tell them the truth as it sees it regardless of party consequences. There has been no padlock on either the editorial or the news columns of The World. First and last in city, State and nation it has fearlessly opposed the men and the methods of the political organization whose fundamental principles it has so ably and constantly championed.

With publicity as its familiar and unchanging panacea for all the ills of its party and its country, it has boldly applied this remedy in every crisis, from the historic sale of Government bonds by popular subscription down to the details of municipal affairs.

The World has succeeded, as I believe any intelligent enterprise will succeed among us, by being honest with the people to whom it appeals; but the extraordinary measure of its success is, I think, directly due to the fact that it has been under the guiding hand of one who combines in himself the practical sagacity of a business man, the intellectual resources of an able editor and the intuitive wisdom of a statesman.

CHAS. H. TAYLOR.

The New Type of Journalism.

From the Letter of Hon. Charles Emory Smith, Editor of the Philadelphia Press, Minister Plenipotentiary to Russia in 1890-92, and Postmaster-General in the Cabinets of Presidents McKinley and Roosevelt.

The history of the New York World during the past twenty years is one of extraordinary and permanent interest. It is not too much to say that it has marked an epoch in journalism. It is the deliberate judgment of experienced leaders of the craft that Mr. Pulitzer has made a more distinct impress on journalistic methods and effected a more signal change in them than any other man of our time.

The new school of journalism has had many variations. The range between its extremes is very broad with many degrees. But with all its varying notes it has the same general characteristic, and Mr. Pulitzer was the pioneer who shaped it. Many newspapers are now doing within their own limitations what The World first began twenty years ago.

The effect of his hand on The World was instant and palpable. He brought to its direction remarkable intellectual vigor, great originality of thought and fertility of resource, and the keenest understanding of the popular temper. The result was a swift and extraordinary success. He subordinated everything to the undivided mastery of his paper. This is not to say that he did not have strong and deep convictions which he was ready to make paramount. That was a part of his newspaper intensity. He believed that the people themselves had strong and abiding impulses, notwithstanding occasional caprices and aberrations, and that his strength was in his popular sympathies and leadership. He put into journalism a dash and enterprise which had not before been known. He grasped and made opportunities. He aimed to strike his popular chord every day.

In following this policy there have been many distinct achievements. But the individual achievements are not as remarkable as the persistent and unfaltering pursuit of the well-defined purpose. There have been phases of it from which I should have dissented. There have been misjudgments of men and misinterpretation of events. But notwithstanding the criticisms which a deliberate and reflecting review must pronounce on some of the quick daily manifestations, notwithstanding excesses in the application of a method, it still remains true that The World is the creation of a journalistic genius, and that it has distinctly moulded the general newspaper development of our day.

An Outspoken English Opinion.

From the London Daily Chronicle.

The New York World is the wonder of the journalistic world. It is beyond all comparison the most successful newspaper in the United States, if not in all countries. In any matter of American public life The World has played a prominent part. Its course from triumph to triumph has been steady and speedy.

A Judgment from the Bench of Our Highest Court.

Letter from Justice Brewer, of the Supreme Court, on "The Effect of a Free Press on American Life."

Washington, D. C., May 1, 1903.

To the Editor of The World:

First, the effect the press has had on the recent advance in American life has been in realizing the constitutional purpose "to form a more perfect union." Forty years ago a bitter civil war prevailed. North and South were enemies. Now sectional animosities are disappearing; patriotism is becoming universal. The North eulogizes Lee; the South venerates Lincoln. New York respects Bryan. South Carolina honors Senator Hoar. We are becoming truly one people. What has brought this about? Knowledge of each other. We may hate those we know; we never love those we do not know. The press, which tells us each morning what all do and say, helps us to know each other. New York knows New Orleans and San Francisco as well as it does Brooklyn. Without the press, even with the telegraph and the post-office, what strangers we should be. Knowing each other, we find how much alike we are—some defects, but many excellencies. So by bringing the American people into a more intimate acquaintance the press has been making a more perfect union.

Second, in grappling with social conditions and questions. Disease, ignorance, crime, poverty, have always existed. We used to accept them as inevitable, and thank God we escapea. Now we deny fate and strive to remove or improve. The nation is wrestling with these problems. It is in the throes and sweat of struggle. The press informs of and inspires every effort. Each laborer knows he is not working alone, and is given the encouragement and strength of co-operation. Only through such is there possibility of success in the solution of these problems.

Third, in the evolution of the court of public opinion, that court mightier than any organized tribunal, at whose bar are judged all men,

events and purposes. Here the press does mighty work. It collects the universal opinion, announces its conclusions and whirls them against all for gloom or glory. These facts speak most for the uplift of the nation, and in each the press has been one, if not the great, factor. May it continue its work, promoting national unity, hastening the solution of the great social problems, and bringing all matters before the court of public opinion, a court of increasing wisdom and power. D. J. BREWER.

A "Conspicuous Part" in Maintaining Free Government.

From the Letter of Gen. Nelson A. Miles.

One great influence in maintaining the principles of our Government has been the free, independent, untrammelled press of our country. The press has not only disseminated patriotic thought and sentiment, but in the main has ever sustained the right and denounced the wrong; has defended the just and assailed the unjust; has advocated law and order and exposed crime and maladministration; and has contributed largely to the general intelligence and universal knowledge of the people. In this work The World has taken a conspicuous part during the last twenty years. So long as the press remains independent and uncontaminated it will be one of the great safeguards of republican government.

Expert Opinions of Friendly Critics.

From George Harvey, President Harper Bros. and Editor of North American Review and Harper's Weekly.

The splendid success of The World is due primarily and fundamentally, in my judgment, to its rigid adherence to the only true principle of journalism—that of rendering public service, supplemented by the extraordinary political prescience of its creator, which has made practicable the full performance of so great a task. All other factors in its progress have been incidental.

With the possible exception of Horace Greeley, no journalist has exercised so great power for the good of the commonwealth as has Mr. Pulitzer, and none has brought to his work talent of so high an order. It is to the American people, therefore, that congratulations are due upon the occasion of this anniversary.

From Sir Alfred Harmsworth,

Editor of the London Mail.

As one who always endeavored to promote good understanding between the greatest of republics and greatest of empires I particularly rejoiced when Mr. Pulitzer stemmed the tide of anti-English passion that swept over the United States in 1895. We English have not forgotten how *The World* contained Christmas expressions of good will by cable from our present King, from our present Prince of Wales, from Mr. Gladstone, from Lord Rosebery, and from almost all our leading men as a result of his action in the Venezuela boundary question settled within six months. If all international disputes could be arranged so successfully the earth would appear happier to the newspaperman.

The World's newsgetting proclivities have attracted particular attention. It was to *The World* that the British Government owed its first news of the loss of H. M. S. *Victoria* off Tripoli. No imagination is required to understand that newspaper which is able to show these and many other victories, unaffected as it is by material considerations. Because of its sturdy natural independence of spirit its owner must be one of the great forces for good government in the United States.

From Henry Labouchere,

Editor of London Truth.

The New York *World* has always seemed to me a newspaper conducted on sound lines, for it is fearless and outspoken. It has ever been on the side of that democratic rule which I regard as the only one befitting a community of intelligent men, and it has boldly exposed the corruption which has been far too rife in the municipal affairs of New York. I heartily congratulate Mr. Pulitzer, who is an old and valued friend, on the twentieth anniversary of his ownership of the paper, and on the great service that he has rendered to the cause of democracy and honesty.

From Frank A. Munsey,

*Publisher Munsey's Magazine, Washington Times,
Boston Journal.*

No man has ever stamped himself more thoroughly upon his generation than Joseph Pulitzer has on the journalism of America. He was the originator and the founder of our present type of newspaper. ▲

though nominally *The World* was in New York long before Mr. Pulitzer's day, actually it came here with his advent, and it was about the liveliest thing that ever swung into the metropolis from the West. It shook up the entire American press. It did new things and did them with a dash. Its circulation bounded from nothing to hundreds of thousands.

From John Brisben Walker,
Editor Cosmopolitan Magazine.

There is a profound lesson for journalists in the growth and prosperity of *The World*. The higher qualities—truth, fearlessness and determination to guard the public interests—are to-day paying factors in journalism. No great success can be made without them. It is possible to have a newspaper which represents a certain number of business and social interests, and to suppress, distort or to falsify the news in behalf of those interests. But the public recognizes the fraud. There is no genuine support. Nor can the public be fooled.

From S. S. McClure,
Founder and Editor of McClure's Magazine.

To my mind the great quality of *The World* is its independence. It gives powerful aid and encouragement to every public servant brave enough to do right, and it attacks and criticises with great vigor every public servant, even of its own party, when he does wrong.

Its singular merit lies in such an intensity of desire for what it believes to be right that it does not support through thick and thin. Its policy seems to be Principles—not men, nor parties, nor institutions.

Expert Testimonials.

Editorial in the Twentieth Anniversary Number of The World.

The active politicians of both parties have naturally come in for considerable sharp criticism by *The World* in the past, and no doubt anticipate more of it in the future. But that they appreciate alike the duty and the liberty of an independent journal is shown by their signed statements in this number.

When ex-Mayor Van Wyck testifies that "the watchfulness of *The World* has been its most potent factor as a public agent" he will be accepted as a competent witness. So, too, when Senator Platt certifies that *The World* "is a fair fighter and an honorable adversary" the brief testi-

monial outweighs whole columns from those who have never felt a blow. And when ex-Leader Carroll of Tammany Hall writes that The World "has been consistently independent of political powers, and has never hesitated to break away from party lines to champion a cause that was, in its judgment, best for the people," and has "insisted on publicity as a preventive of official corruption and as a remedy for corporate oppression," the bearing of the observation is much broader than any personal application of it.

The explanation of these somewhat unexpected but highly appreciated tributes lies no doubt in the fact that all The World's political fighting is done on public and not on personal grounds.

Twenty Typical Public Services.

When, on May 11, 1883, The World was dedicated by Mr. Pulitzer to the Public Service, he said: "Performance is better than promise," and asked only that his pledge to "expose all fraud and sham, fight all public evils and abuses, and to serve and battle for the people with earnest sincerity," be remembered and judged by the measure of its fulfilment.

In the Twentieth Anniversary number Mr. James Creelman, the widely known special war correspondent and journalist, described some of the most important of The World's achievements, of which these twenty were selected as notable and typical:

1.—Grover Cleveland's First Nomination and Election.

Of The World's service in this great campaign, which wrested the control of the Government from the Republican party for the first time in twenty-four years, Mr. Cleveland wrote, in the letter heretofore quoted, that "the contest was so close it may be said without reservation that if it had lacked the forceful and potent advocacy of Democratic principles at that time by the New York World the result might have been reversed."

Mr. Creelman recalled the fact that it was Joseph Pulitzer who first nominated Grover Cleveland for President:

On the day when Mayor Cleveland, of Buffalo, was nominated for Governor, in 1882, Mr. Pulitzer, who was in this city, telegraphed to his paper, the St. Louis Post-Dispatch, to put at the head of its columns: "For President in 1884, Grover Cleveland, of New York." And early in that year The World, then owned and edited by Mr. Pulitzer, began persistently to advocate Mr. Cleveland's nomination. The objections to all the other candidates were so convincingly stated that one by one they were put out of the fight.

The World was the only Democratic daily paper of political conse-

quence in New York City supporting Mr. Cleveland in that campaign. The electoral vote of New York was essential to his election. The plurality for Mr. Cleveland in the State was 1,047; so that a change of less than 600 votes elected the Democratic candidate.

Mr. Blaine himself had no doubt and freely said that the use instantly made by *The World* of the millionaires' banquet (which it cartooned as "Belshazzar's Feast") and of the "Rum, Romanism and Rebellion" speech of Dr. Burchard influenced far more than enough votes in this city to decide the result. Mr. Cleveland says that "the battle was won against such odds and by so slight a margin as to reasonably lead to the belief that no contributing aid could have been safely spared." Certainly no such "contributing aid" as *The World's* "forceful and potent advocacy," and especially its instant seizing upon these two strategic points at the very close of the campaign, could have been spared without a different result.

As it was, the margin was so close that the result was disputed by the Republican managers for three days. And it was *The World* which notified Jay Gould and his friends that there could be no repetition of the steal of 1876, when the Democrats were cheated out of the fruits of Mr. Tilden's victory.

2.—The Liberty Statue Pedestal.

In the spring of 1885, after various committees had given up in despair the effort to raise the \$100,000 needed to build the pedestal for Bartholdi's imposing Statue of Liberty, the gift of the French people to this country, *The World* undertook the task. It appealed to the patriotism and love of liberty in the great American people, and in just 147 days it raised the entire amount, almost entirely by small subscriptions—an achievement unparalleled then or since. One hundred and twenty thousand persons sent subscriptions to the fund.

3.—Trapping the Broadway Boodlers.

First of the new *World's* really great battles to punish public enemies was the running down of the ring that stole Broadway for "Jake" Sharp.

Bought like so many sheep, at so much per head, twenty-two Aldermen had bargained off the city's main thoroughfare. They defiantly met at a hurried meeting on Aug. 30, 1884, and rushed through this grant, condemned by everybody and once vetoed by Mayor Edson.

That this betrayal had been bought every one believed, but no one could prove. From that morning *The World* called for the punishment of the criminals.

The fight then begun went on ceaselessly for two years, Sharp all the while defiant, the suspected Aldermen brazenly insolent. Finally, on Dec. 7, 1885, *The World* published its broadside. It gave the names of the men who could tell the story of the corrupt bargain. It demanded that the Senate committee call them. It charged then that the money had been put into the hands of John Keenan, "Bismarck of the County Democracy," as stakeholder, until the hireling Aldermen had delivered their votes. It gave the sums paid to individual Aldermen.

The next day Mayor Edson said: "I am glad to see that *The World* has focussed the great scandal." After that investigation was inevitable, inescapable. The *World* editorial demand of Dec. 11, 1885, "Let There Be Light," was finally heeded and the reluctant Senate committee set to work.

From that the unfolding of the whole story began. The climax came when on March 18, 1886, Alderman Henry W. Jaehne confessed. Panic among the miscreants ensued. Some fled, others were captured, twenty in all were indicted. Sharp himself and three of his officers were indicted. Jaehne was given nine years and seven months in Sing Sing; McQuade was also sentenced, as was Alderman O'Neill. Sharp, the brainy promoter who had defied the public, was also brought down, and was sentenced to four years. He died while out on bail awaiting a new trial.

4.—The Gladstone Home Rule Memorial.

When in 1887 Mr. Gladstone led in the battle for Irish home rule *The World* raised a fund from nearly eleven thousand contributors and presented a magnificent memorial of solid silver to the great leader as a sign of sympathy and encouragement. In his speech of presentation Mr. Pulitzer asked Mr. Gladstone to accept the gift "as an evidence that there is an irrepressible sympathy between the liberty-loving masses which is more sincere than that of rulers."

There was an unconscious note of prophecy in that phrase, for the day was to come when *The World*, by an appeal to the masses of England and America, at a moment when their governments seemed bent on war, turned the scale in favor of peace and thus reached the highest plane of usefulness which the press has yet touched.

5.—The Long Fight for Rapid Transit.

In the first days of its present proprietorship *The World* began the agitation for "Real Rapid Transit." On Jan. 1, 1886, it said editorially:

"The solution must be a viaduct or a tunnel." And on April 3, 1893, it raised the cry, "To Harlem in Fifteen Minutes," which became the slogan of the rapid transit forces. "This," it said, "and nothing less, is real rapid transit. This is what the city needs and wants, and what the elevated roads can never give. This is what the city will get unless impatience surrenders to the greed of the monopoly." For ten years *The World* led in this fight, and Commissioner John H. Starin paid it this tribute on the day that ground was broken for the Subway:

"This should be a day of special satisfaction for *The World*. It was *The World* that started the agitation for rapid transit fully fifteen years ago. It never flagged. It collected and published information concerning underground railways throughout the world."

6.—The Removal of "Brute" Brockway.

For ten years *The World* continued its exposures of the cruelties of Supt. Brockway, of the Elmira Reformatory. It finally secured an official investigation, of which it paid the entire cost in counsels' fees. The proof of inhuman cruelties was conclusive, and the committee so reported; but political influence prevented the removal of Brockway until the fearless Theodore Roosevelt became Governor, when *The World's* demand that "Brockway Must Go" was acceded to.

7.—The Union Pacific Job.

It was *The World*, single-handed, that stopped the scandalous deal between the McKinley administration and the Union Pacific Railroad reorganizers. Oct. 22, 1897, Attorney-General McKenna announced that the Government would sell the Union Pacific and Kansas Pacific for \$50,000,000. *The World* exposed and denounced the job, organized a second syndicate and forced the pool to pay \$58,000,000 for Union Pacific and \$6,303,000 for Kansas Pacific—a saving of \$14,303,000 to the people.

8.—For Better Tenements.

The World began its fight for tenement-house reform by convicting Charles A. Buddensieck, a rich builder, in 1885. Buddensieck used mud instead of cement in eight tenement-houses and a dozen workmen were buried in their collapse. *The World* has led every fight for better tenements. It urged the passage of the Tenement-House Reform bill, and during every session of the Legislature since it has helped to defeat the emasculation of tenement-house laws.

9.—Killing the Ramapo Steal.

The "great Ramapo robbery," attempted and nearly consummated, was exposed and prevented largely through *The World's* efforts.

The steal was one of \$200,000,000, in the guise of a water contract for twenty years. A purely political company, owning neither land nor water, that off and on for twenty years had sought to fasten itself on the city, attempted in August, 1899, to sneak through a \$200,000,000 contract in the Board of Public Improvement. A Tammany Corporation Counsel, John Whalen, had approved the contract, and the Tammany President of the board, Maurice F. Holahan, flew into a rage when the deal was questioned and held up.

The next morning *The World* printed all the facts. The disclosures shocked the city. In face of popular anger the promoters boldly asserted their intention to press the contract.

The *World* showed that the same company in 1884 offered water at \$53 a million gallons, whereas it now wanted \$70 a million. It exposed the combination of Republican and Democratic politicians in the job. It sought out Richard Croker at his hiding-place and forced him to show his hand.

The promoters of the deal threatening to put it through in spite of popular feeling, *The World*, on Aug. 22, secured an injunction from Justice Bookstaver restraining them. The *World* for weeks carried on a campaign, finally printing the secret list of the stockholders of the company. It secured an opinion from ex-Judge Dillon declaring the proposed contract illegal. The *World* exposed the fact that the signatures on which the contract was proposed to be made were not authorized. Finally the conspirators were forced to give in. Signs of latent life were still visible in the concern, and *The World* carried on its fight until a bill was secured in the Legislature finally repealing the company's charter.

10.—The Overthrow and Banishment of Croker.

The *World* fought Croker from his rise to the height of his power to his downfall and overthrow. Thrice he retired to temporary exile, but *The World* followed him to England and turned the searchlight on him there. It showed how the man who only a short time before had been penniless and who never had a trade or profession was living like a prince on his own moated estate and enjoying a racing stable that a king might envy. It pursued him with the now historic question: "Where did you get it, Mr. Croker?" Every time he went away, pretending permanent retirement, *The World* uncovered the secret connection between Wantage and Tammany Hall.

Directly after the Presidential campaign of 1900, which Croker conducted for the Democrats in this city, *The World* said:

Croker may have been a capable Tammany boss, but a more ridiculously in-

capable figure as a State and national "leader" has never been seen. Croker may not know it, but he must go—and he is going.

And immediately after the Waterloo overthrow of Tammany in the Mayoralty election of 1901 *The World* observed:

The retirement of Croker as the leader of Tammany, which is certain to follow his disastrous defeat, will fulfil the great object of *The World's* hostility for years past, by ending an impudent and sordid despotism whose influence upon politics and upon government has been wholly and continuously bad.

Interviewed on the causes of Tammany's defeat, Mr. Croker said:

I want to say to you at the start of my discussion of the last election that the entire credit for the success of the Fusion ticket is due to the newspapers of New York City. They were all united in opposition to Tammany Hall, and *The World* was away up among them.

The prediction of *The World* that this defeat would certainly result in Croker's retirement from politics has been literally fulfilled.

11.—The Armor-Plate Frauds.

The *World's* exposure of armor-plate frauds assured the safety of our battleships. An official investigation following exposures in this paper ended in the Carnegie Company paying a fine of \$144,000. Through John B. Luckie, steel expert and former employee of the Homestead Mills, *The World* told of the manufacture of rotten armor, naming the ships on which it had been placed. The Government's investigation resulted in ending the monopoly of the Carnegie Company.

12.—The Brooklyn Ring and McKane.

Smashing the Brooklyn ring in 1893 was an achievement of the Brooklyn Edition of *The World*. At its suggestion a ticket was named on which were Charles A. Schieren and William J. Gaynor. John Y. McKane, Gravesend's boss, tried to save the ring by falsely registering thousands of names. McKane's insolent reply to an injunction was "Injunctions don't go here." Schieren and Gaynor were elected by 30,000 majority. McKane sued *The World* for libel, but before the case could come to trial he had been convicted and was serving a seven-year sentence in Sing Sing.

13.—Sergt. Crowley's Case.

The conviction of Sergt. Crowley stands for the protection of the purity of the working girl.

Crowley was a type of the policeman "with pull." He had served in the Central Office under Byrnes. On the east side, although only a sergeant, he had a political following.

The assault occurred at a dance of the Standard Social Club, at No.

165 East Broadway, on the night of April 26, 1885. Crowley was arrested charged with committing a criminal assault on Maggie Morris, the daughter of a widow, who was employed in a cigarette factory at \$6 a week. The girl was only sixteen, and Crowley had lured her into the bar in the basement, where he had made the bartender, who feared his power as a policeman, lock the door and leave them together.

When the girl was missed and her friends went to find her Crowley ran out of the room. He was caught, but the matter was hushed up. When complaint was made the poor girl, who went to court, was actually locked up as a witness.

This outrage was at once taken up by *The World*, which told the simple pathetic facts.

No case ever more quickly aroused the sympathy of the popular heart. Letters began to pour in. Crowley was rearrested and locked up. A speedy trial was demanded. Daily *The World* voiced the cry for justice for the poor girl. When she was led into court to appear against the man who had ruined her she cried:

"Oh, kill me—let me die!"

The girl's story was corroborated by a half dozen witnesses. Even the bartender indicted with Crowley corroborated her. Crowley was sentenced to seventeen years in Sing Sing.

De Lancey Nicoll, in speaking of the case recently, said: "It was one of the first illustrations of his kind of journalism that Mr. Pulitzer gave in this city. It was a genuine public service. It made every villain, in or out of uniform, feel that the defenseless were no longer without a defender in New York."

14.—The Campaign of 1892.

The Presidential campaign of 1892 was really opened on the 1st of January of that year by this conspicuous proclamation in *The World*:

"The next President must be a Democrat."

This confident combination of purpose and prophecy was echoed throughout the country and gave courage and hope to the Democrats.

When the National Convention assembled at Chicago in June a perplexing dilemma was disclosed. The general sentiment of the South, the Middle West and New England was strongly in favor of nominating Grover Cleveland. The New York delegation, including not only all the bosses and orators of Tammany Hall, but most of the State leaders, with Senator Hill at their head, were bitterly opposed to the former President,

and loudly proclaimed that he could not carry New York, which was then supposed to be essential to success.

The delegates from other States hesitated. It was against all precedent and a movement thought by many to invite defeat to override the delegation from so important a State and nominate one of its citizens against their protest. Relying upon The World's knowledge of the political conditions in New York, several delegations asked for its counsel in this emergency. In a leading editorial on June 21, telegraphed to and published simultaneously in Chicago, The World said:

"If the convention shall have the courage of its preferences and nominate Mr. Cleveland The World believes that he will have the largest vote ever cast for a Democratic candidate in this State. We said this in 1884, and the election sustained our opinion. We did not say it in 1888, because the circumstances did not warrant it. We do say it now to reassure any with whom doubt may linger at Chicago. Cleveland can win."

In a subsequent editorial The World said to the convention:

"Don't be afraid to nominate your first choice for President. Cleveland is the strongest candidate for New York and for the country."

Mr. Cleveland was nominated on the first ballot by only ten votes more than the necessary two-thirds. The World was informed at the time by many more than this number of delegates that they had voted for the nomination of Mr. Cleveland on the faith of its assurances, which were more than justified by the result in November.

For the first time in the history of national campaigns The World asked for popular subscriptions to support a "campaign of education" in close States of the Northwest. More than \$33,000 was so received and applied, and William C. Whitney, the unrivalled manager of that splendid and successful fight, said of this: "It was the strategic move of the campaign."

15.—Treasury and "Standard Oil" Bank.

The World proved once more that the quickest remedy for official abuses is found in publicity, when it exposed the alliance between Secretary of the Treasury Lyman J. Gage and the Standard Oil bank.

Through the exclusive revelations in The World the amazing fact was disclosed that this Standard Oil pet institution was favored with Government deposits without interest amounting to \$1,000,000 a day. Banks in other parts of the country were under orders to ship returns to this bank. The World brought out the fact that for six months \$10,000,000 of the Government's money had lain in the Standard Oil bank with-

out drawing a cent of interest. All this time the bank had had the use of it to handle as it chose.

The exposure of this alliance created such a whirlwind of indignation that Mr. Gage immediately rescinded his orders to Western banks to ship to New York.

Both Houses of Congress started an investigation of Secretary Gage's relations with the banks. He issued a defense of nine thousand words. This exposure was followed by still another scandal. In February, 1901, The World brought out the fact that Mr. Gage had practically made a gift of \$741,000 to the National City Bank in the purchase price of the old Custom-House site. The bank bought the site for \$3,265,000, paying in cash only \$150,000. For the rest it issued a "certificate of deposit" payable by itself in favor of the Government, and the actual money was not covered into the Treasury. The bank then used the money for its own profit. It also charged the Government rent for the use of the Custom-House and refused to pay taxes to the city, giving as a reason that the Custom-House was public, not private property, although the bank was receiving rent for it. Upon this basis the site was shown to have cost the favored bank only \$2,522,906, while the lowest other bid was \$3,055,000.

16.—The Fight for a Franchise Tax.

With the author of the bill himself giving The World credit for its passage, it is not too much for The World to number the present Franchise Tax law among its trophies.

The sharp battle which ended in the enactment of the bill began ten days after the Legislature met at Albany for the session of 1899. For years The World had advocated such a tax, but now the fight was brought to a head, under the leadership of Senator John Ford.

In the 108 days that the fight lasted The World printed 366 columns of facts, arguments, reasons and petitions for the law. It brought the matter so directly home to every citizen that the whole State was aroused. It made his vote on the bill such a personal matter to every legislator that he dared not go on record against it.

The World's function in the fight was to demonstrate the overwhelming demand of the people for the law and to show that the bill was in truth a just one. It finally sent a powerful delegation of representative men to Albany on a special train. On March 21 its whole editorial page was devoted to a summary of the reasons in favor of the law.

For a time the bill lagged in committee, and its defeat seemed not

improbable. The greatest and richest corporations in New York united in opposing it. Day by day *The World* printed in large type on its front page the names of the committeemen, saying: "These are the men who will be responsible to the people if the bill is killed."

The truth about the taxes of that year was printed. It was shown that the New York City tax rate would be \$2.60 on an increased valuation of \$421,000,000 if some measure of relief was not adopted. *The World* showed that while rent-payers and real-estate owners bore this immense burden, there were more than a billion dollars of untaxed values in the form of public franchises out of which private corporations were getting richer and richer. The end of it all was that the bill adding \$15,000,000 to the State's revenue from franchise taxes was passed.

On the night of the great victory Senator Ford telegraphed *The World* his congratulations, giving it the credit for "mustering the support that saved the measure." The validity of the law was unanimously sustained by the Court of Appeals.

17.—Laying Bare the Ice-Trust Scandal.

On May 5, 1900, *The World* exclusively printed the news that Mayor Van Wyck and John F. Carroll, then the Tammany leader, owned millions of dollars, par value, of the stock in the ice monopoly, which had just doubled the price of ice in New York City and announced that it would sell no more five-cent pieces in the tenements. Four columns were devoted to exposing the connection of the Tammany office-holders, including the Dock Commissioners and John F. Carroll, with the monopoly.

Startling revelations resulted from further investigations of *The World*. It was shown that the Tammany Dock Board had granted exclusive dock privileges to the monopoly and that Mayor Van Wyck had forsaken his official duties to go for an "inspection of the Maine ice fields" in March with the head of the concern, Charles W. Morse.

Invoking the anti-Tweed law, *The World* on May 22 secured an order from Justice Gaynor compelling the appearance of Mayor Van Wyck and others in court to answer questions. Thus he was forced to confess that he had bought \$400,000 of stock in the company, paying \$50,000 in cash and giving his notes for the balance. He received as a gift or bonus \$400,000 more stock.

The Dock Commissioners and the President of the Ice Trust were cross-examined before Justice Gaynor by Wheeler H. Peckham, of *The World's* counsel, who brought out the fact under oath that Tammany

dock officials and the then nominal leader of Tammany Hall, John F. Carroll, owned from \$40,000 to \$880,000 of ice stock apiece.

No crusade ever waged in the city did more to rouse the public conscience against alliances between public servants and corporations which receive favors from the city.

18.—News "Beats" of World-Wide Import.

Conspicuous among The World's achievements during these twenty years were the "first news" it printed of great events and the exclusive information it furnished during history-making occurrences:

THE PORT ARTHUR MASSACRE.—When the war between Japan and China was about to break out The World was the only American newspaper which had the foresight and enterprise to send a member of its staff to Asia. He was the only American correspondent in the field during that bloody and picturesque pagan struggle which gave Japan her present position among the world powers. The World not only printed the first story of the naval battle in the Yellow Sea between the Japanese and Chinese fleets, but actually gave the tactical details. Its despatches also brought the first story of the great battle of Ping Yang, in which the Chinese army in Corea was crushed. Then came the now-famous despatch describing the battle and massacre of Port Arthur, a news "beat" which thrilled and horrified the civilized world.

SINKING OF THE VICTORIA.—During peaceful naval manoeuvres on June 23, 1893, the British battle-ship Victoria was accidentally rammed by the Camperdown and sunk near Tripoli. Admiral Sir George Tryon and hundreds of British sailors were drowned. The bare fact of the great tragedy was known in London, but no details could be had. For three days the civilized world called in vain for the story. Neither the British Government, the Associated Press nor all the combined official and journalistic agencies of Europe or America could get one word more. On the afternoon of the third day The World's correspondent at Tripoli, in response to a request sent by Mr. Pulitzer's personal direction from London, cabled all the ghastly details of the tragedy—a story of thrilling power—and it was from The World's despatches, recabled from New York to London, that Queen Victoria and her Ministers and the English people first learned how Admiral Tryon and his battle-ship and crew were lost.

KRUGER'S FAMOUS MESSAGE.—The outbreak of war between Great Britain and the South African Republics gave to journalism another

great opportunity to demonstrate its high ministry in the affairs of mankind. In response to an invitation cabled by *The World*, President Kruger addressed the civilized world through its columns, explaining and defining the Afrikaner cause and giving expression to the historic threat, which was fearfully made good, that if England persisted in trying to crush the republics she would be made to "pay a price that will stagger humanity."

FIRST NEWS OF DEWEY'S VICTORY.—But the greatest news feat in the history of American journalism was accomplished when *The World's* correspondent with Admiral Dewey's fleet, Mr. E. W. Harden, cabled the first news of the naval victory of Manila Bay. Even President McKinley got his first word of the destruction of the entire Spanish fleet, without loss on our side, from *The World*. Admiral Dewey acknowledged the extraordinary character of this achievement in a cable message sent from his flagship: "I congratulate *The World* on its enterprise in getting the first story, as cabled by Mr. Harden, before even my official report reached Washington. I am still wondering how it got through, as I was under the impression that I had control of the wires."

INFORMATION AND FORESIGHT.—The most remarkable prophecy in relation to the detailed results of a national election was made by *The World* in the campaign of 1896.

On Oct. 21, two weeks before the election, Mr. Pulitzer personally, in an editorial headed "A Judicial Forecast," made this remarkable forecast—every detail of which was verified by the result:

"First—Mr. McKinley's election is certain. As *The World* showed two months ago in its 'nutshell' illustration and map, he is reasonably sure of the seventeen Eastern and Middle States—New England, New York, New Jersey, Pennsylvania, Delaware, Maryland, Ohio, Indiana, Illinois, Michigan, Wisconsin and Iowa. They cast 229 electoral votes—five more than a majority.

"Second—Mr. Bryan is reasonably sure of seventeen States. He will get every State that fully or partially entered the Confederacy—South Carolina, Virginia, North Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Arkansas, Missouri and Texas. He will get every silver-mining-camp State—Nevada, Colorado, Utah, Idaho and Montana. These seventeen States cast 145 electoral votes.

"Third—Of the remaining eleven States, four—Kentucky, Minnesota, West Virginia and North Dakota—are also certain for Mr. McKinley. They cast 31 electoral votes. They were not included with the seventeen McKinley States, because their votes are not needed, and the sim-

plicity of the comparison is greater without them. They will increase Mr. McKinley's vote from 229 to 260. This leaves seven States to be accounted for—California, Oregon, Washington, Wyoming, South Dakota, Kansas and Nebraska. The probabilities are that Mr. Bryan will get the most of their 42 electoral votes.

"Fourth—The next Senate will have a small but secure majority for sound money. The next House of Representatives will have a working Republican majority."

19.—Averting War Over Venezuela.

None of the efforts for popular rights or for social betterment made such a deep impression at home and abroad as The World's earnest, almost passionate, plea for humanity and common sense in stemming the tide of jingo madness aroused by President Cleveland's bellicose message on the Venezuelan matter in 1895. "The world-power of public opinion," of which Edward M. Shepard spoke recently, was aroused and it compelled a peaceful settlement of the later Venezuelan difficulty.

By one stroke President Cleveland plunged the country into war excitement by sending his message to Congress on Dec. 18, 1895. It was a threat of war over a petty divisional line between Venezuela and British Guiana.

Jingoes raved with excitement and an inflamed press helped to foment the dangerous strife. The morning after the message The World printed its now famous editorial, "A Grave Blunder," declaring that the President had falsely interpreted the Monroe doctrine, and appealing to the sanity and common sense of the people.

That was a gloomy Christmas Eve for the people of two continents. The Senate had incontinently granted Mr. Cleveland's demand for a commission to determine the divisional line, failing to respect which Great Britain would embroil herself in war.

On the same Christmas Eve the editor of The World cabled and telegraphed more than five hundred messages to the leaders of thought all over England and America, representatives of church and state, asking them to send messages of good-will and peace on earth, if that was the feeling in their hearts.

The response was heroic, historic and epoch-making. It was a spontaneous cry for peace uttered with one voice by the greatest men and minds of the English-speaking race. Putting aside traditional etiquette, even the Prince of Wales, now King Edward, and the Duke of York, his son, responded, sending a message of peace and good-will.

Gladstone, Salisbury, Canon Farrar, Rosebery, bishops, archbishops, statesmen, thinkers, in irresistible array, uttered their appeal for peace. "Only common sense is needed," Mr. Gladstone cabled *The World*.

It was such an overwhelming array that by one stroke the mighty tide of jingoism was turned back. The jingo cry was discredited. Never was there so sudden and so striking an effect wrought upon public opinion. The tide was completely turned.

On that Christmas morning what had seemed war the night before was now a shining prospect of peace. When the danger was over *The World* kept up its fight until the whole matter was submitted to arbitration.

In recognition of his services for peace and sanity Mr. Pulitzer was visited in London by a notable delegation of Englishmen, for whom Cardinal Vaughan acted as spokesman. Of *The World's* fight Joseph Chamberlain said:

"The *World* led public thought when it secured expressions of opinion from the leading men of America and Great Britain. It performed an inestimable service to the English-speaking people of the whole world."

The triumph thus won for arbitration went far toward establishing the principle of arbitration in similar difficulties between countries.

20.—Routing the Bond Ring.

The defeat of the great bond syndicate by *The World* in 1895 has seemed to some public men, editors and bankers as the most amazing example they have ever seen of the power of one newspaper in awakening public sentiment. Three things make it count among the greatest victories of the press. It established the independence of the Treasury. It proved that the Government was greater than all the Wall street rings, the people richer than any private bond syndicate, and it settled for many years to come the fact that when the Government needs to borrow it must in future sell bonds on open terms to all possible bidders instead of on private terms to a few privileged bidders.

This was the situation. Commercial panic and the silver agitation had depleted the gold reserve maintained to redeem the paper currency. To replenish this reserve President Cleveland, in February, 1895, made a secret contract with a syndicate headed by J. Pierpont Morgan to sell \$62,000,000 of Government bonds at about 104½ in exchange for the needed gold.

The market price of bonds at that time was 118, so that the syndicate made a profit of six or seven million dollars from the Government's necessities.

The World vigorously opposed this first sale, sternly reprimanding the Cleveland Administration for permitting a banking syndicate to dictate terms to the nation and denouncing the Secretary of the Treasury for entering into a secret contract in defiance of the law. The bargain was ratified, however, before publicity could defeat it.

The answer of the Cleveland administration, as well as of all Wall street bankers, and nearly all the financial editors and writers whose pulse echoes the heart-beats of Wall street was this: The Treasury needs gold, not currency; the bonds are to be sold, not for currency, which the people have in abundance, but for gold which only the syndicate can supply. Therefore it is necessary to pay its price.

The World ridiculed this argument. It denied that the Government was dependent upon the gold syndicate; on the contrary the gold syndicate, with its hundred and one other commercial and railroad enterprises, was dependent upon the protection and solvency of the nation. They could not prosper if public credit was destroyed. The public credit would survive if they failed.

Ten months after the first bond deal, the news leaked out that another secret contract was about to be made with Mr. Morgan for \$100,000,000 more gold and that Mr. Morgan was to have the option of furnishing still another \$100,000,000 on the same profitable terms if the nation needed it. Dec. 23, 1895, The World obtained a copy of this secret contract as approved by President Cleveland and Secretary Carlisle, but not yet formally executed. Secrecy veiled this transaction as it had the first. The next day The World printed its now famous editorial, "Smash the Ring—Reject the Steal." It was an appeal to President Cleveland to call for bids from the whole people and to shut the Treasury in the face of any secret syndicate. In the next ten days The World printed about forty columns a day of appeals, arguments, facts. These were read in part every day in both the Senate and House at Washington, and the question became the sole political issue.

The World said that the people would subscribe for the bonds twice or thrice over at better prices than the syndicate offered. The World itself offered to take \$1,000,000 of the bonds at the market price. In the mean time Mr. Morgan had the entire issue underwritten at about 104½. The Administration said it was powerless to resist.

To prove that this was wrong *The World* on Jan. 5, twelve days after the fight began, sent in one day telegrams, prepaying the replies, to every national bank and every private banker in the United States—over 14,000 telegrams—asking how much gold each one would supply in return for Government 4 per cent. bonds, then selling at bargain prices. *The World* received within twelve hours 7,100 answers, offering over \$235,000,000 in gold to the Government.

The United States Senate officially called the attention of the President to this poll. The entire canvass of *The World* was put in the official Congressional Record. The same night, after midnight, President Cleveland annulled the secret private bond contract already made with Mr. Morgan and issued a call for a popular bond issue. The result was that the entire \$100,000,000 was subscribed for—not three times over, as *The World* said, but six times over—at a price about 112 instead of 104½.

The Government received over \$7,000,000 more than the secret bond syndicate had offered, and, counting the interest, saved more than \$20,000,000 by *The World's* fight. Most of the influential New York newspapers opposed *The World* and defended or praised the eminent men composing the bond syndicate. Others were silent, with a single honorable exception—the *Evening Post*, which approved *The World's* fight.

The World kept its promise. It bought \$1,000,000 of the bonds, and paid about \$1,130,000 in gold for them. How well *The World* was justified, first, in its faith in the Government, and, second, in its confidence that the American people are always equal to any demand made upon them, is shown by the fact that the Government had six bids for every bond it sold, and the successful bidders, who bought at from 112 to 113, saw their bonds serenely rise to 138.

TWENTY YEARS AFTER.

Appreciation and Apology.

(*By Cable to The World.*)

Homburg, May 30, 1903.

Disobeying the doctors, I obey the cabled request of the editors and my own instinct in gratefully acknowledging the astonishing expressions of kindness and appreciation from the press and so many gentlemen distinguished in public life. I say astonishing, because personally I feel that *The World* is undeserving such overwhelming praise. There is no man more conscious, more critical, of his many shortcomings; none can be more disappointed by his failure to have attained his ideal of a newspaper. There is always a great deficit between aspiration and action. I assume the responsibility for both faults and failure, yet it may be pardonable to say that for sixteen of these twenty years I have been unable to read the paper or go to the office, having suffered the loss of sight, of health, of sleep, although continuing the burden of responsibility for the conduct and character of the paper, to which I give every moment of my waking time.

I feel deeply grateful that this condition is understood and that, however many are the faults, they are attributed to manner rather than to motive; to overzeal, excessive enthusiasm, misunderstanding, but never to lack of integrity or principle.

Chief Judge Parker is kind enough to say in praising *The World* that the press is the eye and ear and tongue of the people. It is all that, but it is more if *The World* has met the approval of the American people. Besides being the eye, ear and tongue of the people, interpreting in tongue and ear their interests, impulses and instincts, it has represented, also, I believe, the heart and conscience of the people. Mayor Low unwittingly confirmed this when he said that one thing that most surprised him since he has been Mayor was the activity of *The World* as a municipal agent. Dr. Parkhurst presents the same thought in saying that *The World* holds a brief for the people, and is "the journalistic attorney for the man that is down." This feeling was in my mind when I wrote twenty years ago that *The World* was dedicated to the cause of the people—that it would serve and battle for the people with earnest sincerity—and also, in 1889, when I expressed the hope that it would be forever unsatisfied with merely

printing news—forever fighting every form of wrong—forever wedded to truly Democratic ideas—forever rising to a higher plane of perfection as a public institution. Personally, *The World* does not yet appear to me a truly great Newspaper, but upon one point I am convinced—it has never lacked zeal to labor and sacrifice time, talent, space, money, everything to oppose Wrong; TO FIGHT FOR THE PUBLIC GOOD; TO RENDER PUBLIC SERVICE, even if that service interfered with the news service and sacrificed the news.

Mr. Cleveland has spoken of *The World's* service to the Democratic party, and particularly of its decisive "advocacy of Democratic principles" upon an occasion critical indeed to him and to the Democracy. Many other distinguished gentlemen have generously, yet mistakenly, praised *The World's* services to the Democratic party. I say mistakenly, because, whatever benefit Mr. Cleveland and the Democratic party received, *The World* never for one moment during the last twenty years considered itself a party paper. It promised to support truly Democratic principles, truly Democratic ideas, and it has done so, and will do so, with entire independence of bosses, machines, candidates and platforms, following only the dictates of its conscience.

Faith in the people is a Democratic ideal—but faith in the infallibility of the people, flattery of the people, surrender of conviction to the passions and prejudices of the people, and the theory that the people can do no wrong and that the majority is sacred—these are not true Democratic ideas.

To mould public opinion, to lead public opinion, to awake and arouse public opinion for public good, is both a pleasure and a duty; but a still higher duty even than to reveal is to resist public opinion at times.

To appeal to national vanity and pride in favor of our holding some wretched, far-away islands by military brute force is undemocratic, since the people there, if not equal American citizens, can only be serfs or slaves, and if government "derives its just powers from the consent of the governed," we can only hold them against their will by strain and stretch of the Constitution and in violation of the Declaration of Independence. For it is true, as Herbert Spencer has said, that he who holds a slave by a chain becomes himself the slave of that slave, and in this attitude we must endanger our own liberty and lose our sense of humanity. To prate about war, fighting and a bigger navy, or the biggest navy, is neither democratic, nor dignified, nor moral, and the ranting of Presidential declarations on this theme is an appeal to ignorance, prejudice and passion.

To draw the line against any organization when it opposes the free-

dom of labor—to apply fixed principles of justice, equality and freedom, and to oppose violence and favor arbitration, peaceful methods, law and order, is a truly Democratic idea. The World will fight every tyranny, whether that of militarism or monopoly, whether that of plutocracy, an oppressive oligarchy or corporation, or that which in the name of labor denies the right to labor.

Justice Brewer, of the United States Supreme Court, in his masterly and impressive statement of the great power of the press, written to The World, said of the problems involved in our social conditions that the nation is “wrestling with these problems—it is in the throes and sweat of struggle,” and that in assisting in their solution the press does mighty work and “has been one, if not the great, factor.”

The press, thus presented as a great factor in our problems, is, unfortunately, not of one type; nor does it unanimously accept the same standards of public honor. There are exceptions. There are, I am sorry to say, newspapers which advocate dangerous fallacies and falsehoods, appealing to ignorance, to partisanship, to passion, to popular prejudice, to poverty, to hatred of the rich, to socialism, sowing the seeds of discontent—eventually sure, if unchecked, to produce lawlessness and bloodshed.

On the other hand, by far the larger portion of the American press is showing a steadily growing independence, a steadily diminishing partisanship, a steadily increasing sympathy with the masses, a steadily augmenting opposition to privileged classes, to inequality, injustice and every form of oppression of the people. Conscious of its great responsibility, the American press as a whole strives to help, to lead, enlighten, guide and encourage the people in all good aspirations. Is it necessary to ask on which side of this division Justice Brewer and the people will find The World? Is it necessary to say that with the utmost of my remaining strength The World will do battle in solution of the grave problems mentioned by Justice Brewer, anxiously seeking the truth and applying it in a spirit of fearless independence, but with moderation and tolerance, and in the firm conviction that in this spirit only The World will do its best service to the Republic?

JOSEPH PULITZER.

Appreciations of the Twentieth Anniversary Number of The World.

For many days after the "thousand-column" issue of the Twentieth Anniversary Number words of wonder, of appreciation and praise came from hundreds of people and newspapers in all parts of the country. Extracts from a few follow:

Mayor LOW said: "I am amazed at the enterprise of The World and the scope of the edition. What has impressed me since I have been in office is the wonderful activity of The World as a municipal agent. Its feats in the past in protecting the interests of the city have been notable, and I shall take pleasure in reviewing them."

W. J. BRYAN—When The World was opposing our ticket in 1896 it gave very fair and accurate reports of our meetings. I have had occasion, therefore, to appreciate the value of its news columns, even when I had occasion to regret the perversity of its editorial department.

Major-Gen. HENRY C. CORBIN, Adjutant-General U. S. A.—It typifies the progress of the nation as well as the progress of The World. It is the most remarkable newspaper publication I have ever seen.

ROBERT J. WYNNE, First Assistant Postmaster-General—The Anniversary Number of The World is the most remarkable publication of its kind I have ever seen.

Rear-Admiral H. C. TAYLOR, U. S. N.—It is marvellous.

JOHN E. WILKIE, Chief of the United States Secret Service—I know about newspapers, for I have worked on them all my life; but neither I nor any other man ever saw so wonderful a newspaper as this.

Gov. BATES, of Massachusetts—It is a fitting recognition of a giant's birth and characteristic of the spirit of enterprise of the century.

JOHN G. MILBURN, President of the State Bar Association—This issue is magnificent. The issue is as extraordinary as the extraordinary age of which it is the type.

WILLIAM M. CHASE, the eminent artist—The Colored Supplement and other pictorial features in this Anniversary Number are really most commendable from an art standpoint, and I think that Mr. Pulitzer is de-

serving of praise for employing such high-class men on his staff. Such art work as is contained in the Sunday World I consider as a sort of "primer in art," if I may so call it, for the people.

JOHN MITCHELL, President United Mine-Workers—It is a magnificent example of modern journalism.

Gen. NELSON A. MILES—Your Anniversary Number was most extraordinary, interesting and instructive, and is a great achievement in journalism.

Senator (now Vice-President) FAIRBANKS—The Twentieth Anniversary Number of The World is a most notable contribution to the newspaper literature of the day. You are entitled to the most cordial congratulations upon the work you have so splendidly accomplished.

Judge BRANNON, President of the Supreme Court of Appeals of West Virginia.—The World, the greatest of newspapers, belongs to this magical epoch. It could have belonged to no past one. It stands the chief of the free press, which is the bulwark of civil and religious liberty, the stay of free government, the organ of popular education and enlightenment, the oracle of free speech and free thought, the support of social organization, the only guarantee of pure politics.

Hon. HAMILTON FISH—The growth of the New York World under Mr. Pulitzer's able management has been marvellous. Its efforts in the cause of national honor, of a sound financial system and good municipal government have been invaluable.

THOMAS HUNTER, President Normal College—The World, under its present management, has manifested an energy unsurpassed in journalism, a fearlessness in expressing its opinion which command the respect of its readers, and, above all, a patriotism that includes all sections of the American Republic.

BOOKER T. WASHINGTON—The Anniversary Number of The World is a distinct and superb triumph for American journalism. I heartily congratulate you, not only upon this present accomplishment, but also upon the completion of twenty years of such beneficent service as has been rendered the country by the great American newspaper.

President HARPER, University of Chicago.—The Twentieth Anniversary Number of The World was a tremendous undertaking splendidly pulled through.

EDWARD BOK, Editor Ladies' Home Journal—It is the essence of art in newspaper-making. I have never seen an issue of a newspaper

containing the names of so many distinguished contributors, nor have I ever seen, in one issue of any paper, such an array of valuable reading matter. You have left nothing undone.

DAVID H. MUNRO, Editor North American Review—Originality of conception, boldness and thoroughness of execution, lavish enterprise, practical imagination, insight into the popular taste and sympathy with it, in short, all the elements of the journalistic genius which recreated The World were suggested by almost every page.

JOHN A. SLEICHER, Editor of Leslie's Weekly—No journalist ever attempted more than Mr. Pulitzer when he purchased The World. His Twentieth Anniversary Number proves that no other journalist has ever accomplished as much.

FRANK B. NOYES, Editor Chicago Record-Herald and President Associated Press—There is no paper in the country that is more jealous than The World as to the character of its news or that takes greater pains to insure its accuracy. There is none which has a better claim to a place in the ranks of high-aimed journalism.

THE ST. LOUIS POST-DISPATCH

1878-1903.

Twenty-five Years.

The Leading Newspaper of the Southwest.

The St. Louis Post-Dispatch was founded by Joseph Pulitzer on December 12, 1878, through the consolidation of the Evening Post with the Evening Dispatch, which he purchased for this purpose.

On December 13, 1903, the Post-Dispatch issued a Twenty-fifth Anniversary Number, comprising 160 pages.

Of this event The World said:

When the Evening Dispatch was sold by the Sheriff, on Dec. 10, 1878, there was only one bidder. The publication was a journalistic derelict, almost submerged, rapidly disintegrating. Its machinery was little better than junk. For years it had been published in a perfunctory manner, chiefly to prevent the lapsing of its franchise, its only valuable asset.

The Evening Dispatch was purchased by Mr. Pulitzer for \$2,500. It had a nominal circulation of 1,000 copies a day for six days in the week.

The sale did not arouse any comment except one of languid curiosity on the part of the people, who wondered what the new proprietor expected to do with a newspaper that had been unprofitable from the start. It was an accepted axiom that an evening newspaper could not be established in St. Louis.

But if the sale of the newspaper attracted no attention, the announcement made in the first issue under the control of the new proprietor startled the clique-ruled community. It set forth that the Dispatch would be absolutely independent; that

no influences, personal or political, inimical to the people, could control it, and that it would fight evil whenever it appeared.

Its news columns bore out the declaration made upon the editorial page.

Within forty-eight hours the Evening Post was more than willing to be united with the new rival. The newspapers were consolidated under the title of the Post and Dispatch on Dec. 12. By this time the people of St. Louis were ready to believe when they read in the issue of Dec. 13 this platform:

Battle-Cry of the Post-Dispatch.

"The Post-Dispatch will serve no party, but the people; will be no organ of Republicanism, but the organ of truth; will follow no caucuses, but its own convictions; will not support the 'administration,' but criticize it; will oppose all frauds and shams, wherever and whatever they are; will advocate principles and ideas rather than prejudice and partisanship.

"These ideas and principles are precisely the same as those upon which our Government was originally founded, and to which we owe our country's marvellous growth and development. They are the same that made a republic possible, and without which a real republic is impossible. They are the ideas of a true, real, genuine democracy. They are the principles of true local self-government."

Furthermore, it was announced that the Post-Dispatch would print all the news and that it would be as accurate as thorough investigation could make it.

A mighty spirit of energy and enthusiasm was aroused among the employees of the newspaper. Editors and reporters tossed aside personal prejudice and partisanship. They learned of the enormous force that lies in sticking to the truth, of being independent, courageous, vigorous and fair.

The readers of the newspaper came to understand that the man or party seeking to gain wealth or power by dishonest means, or at the expense of the people, could expect no mercy; that shams and humbugs were almost certain of exposure; that sentiments and sensibilities were treated tenderly; that a man's creed and nationality were always respected and were never suggested even in the bitterest assaults upon those whose public morality was a scandal; that the newspaper was as ready to assist the unfortunate as to attack the corrupt.

At that time in St. Louis these were new lines of newspaper conduct.

These are some of the principles upon which rest the success of the Post-Dispatch and which dominate it to this day.

After twenty-five years of such journalism and public service the Post-Dispatch was enabled to print this remarkable epitome of history:

In 1878, when Mr. Pulitzer purchased the Dispatch and consolidated it with the Post, the total circulation was 987.

The average daily circulation of the Post-Dispatch during the first six months of the present year was 117,943—the largest west of the Mississippi.

There was no Sunday Post-Dispatch until 1887. The average circulation that year was 26,783.

For the first six months of the present year (1903) the circulation of the Sunday Post-Dispatch averaged 264,209—the largest of any Sunday newspaper west of the Mississippi.

The Anniversary Number also contained the brief story of

Twenty-five Notable Achievements.

1.—A War of Publicity.

The Post-Dispatch made its influence felt from the first issue and it strikingly emphasized its independence by the publication of lists of tax dodgers, even though these lists contained the names of many who were men of wealth and influence.

The daring of this exposure startled the community and it led in the course of time to a great reform. Dishonesty among those liable for taxes cannot be cured, but dishonesty in the mass can be, and through the strictures and the publicity of the Post-Dispatch those who were principally guilty of wrongful returns and negligent acceptance of obviously false statements were induced to change their course. The next tax returns were more equitable, and the community profited.

2.—Two Rings Broken.

Another achievement due to publicity soon followed. The Louisiana Lottery, the Missouri Lottery and kindred concerns were operating under State charters. Gambling houses were conducted openly in St. Louis and a powerful clique of gamblers controlled State and city officials, dictating nominations and compelling elections. Against this clique only feeble protests were raised until the Post-Dispatch began a war which, extending over years, brought about the downfall of all the agencies of the ring.

Some of the elements of the clique and new blood undertook the re-establishment of the former conditions in 1883. Agents of the gamblers were so successful that they held resignations of police commissioners with dates blank and to be used whenever their interests were attacked. The Chief of Police was removed at their bidding, and places in the department were sold for cash. Gambling houses ran openly.

The Post-Dispatch gathered evidence of these conditions and presented it to the Circuit Attorney.

A public meeting was called on the floor of the Merchants' Exchange, when the full story was thus made known. The Governor was called from Jefferson City to testify before the Grand Jury, and as he entered the Grand Jury room a messenger whom he could not afterward identify handed him a package which was found to contain the missing stenographic notes of the investigation. Gamblers indicted were convicted and were pardoned, but the ring was nevertheless broken and open gambling has never since that time cursed the city.

3.—The Exposition.

It was on Nov. 7, 1879, that the Post-Dispatch began an agitation for the establishment in St. Louis of an annual exposition. As a result of its persistent efforts a public meeting held on Nov. 10 effected an organization which raised the funds and built the structure on Missouri Park which continued for twenty years to attract visitors and buyers to the city. The St. Louis Exposition has ceased to be a useful adjunct to the efforts of the city's trade, but it had a glorious history, and was a monument to the energy and well-directed enthusiasm of the Post-Dispatch.

4.—Paving the Streets.

Not the least of the 25 great feats accomplished by the Post-Dispatch was its work for paved streets. Under lax city administration the streets had been neglected.

In 1882 the Post-Dispatch began a systematic effort to change these conditions. The monetary loss entailed by a continuance of bad streets was graphically and continuously set forth. It was shown how the city was annually losing \$900,000 through leakage of revenue, and the advantages of Missouri granite for paving were brought to public attention. Opposition to its ideas and plans was active and powerful, but the effort to arouse the public did not cease.

A new era dawned in St. Louis when, in 1885, the work of paving the streets actually began, and it is from that year that the modern city of St. Louis began its history.

5.—Sprinkling by the City.

Out of a plan for ameliorating the conditions of which mention has just been made grew the street-sprinkling war. A large fund was raised in 1880 for sprinkling the then unimproved roads to Forest Park, making that resort accessible to pleasure seekers. Later, in 1884, the Post-Dispatch proposed plans for Lindell Boulevard, the great driveway to the park, which were subsequently carried out.

Notwithstanding the sad condition of the streets, sprinkling, which was so necessary in summer, was left to the initiative of the individual householder. He contracted for the watering of the place in front of his house, and if his neighbors did not choose to pay their street spaces were left unsprinkled.

Obviously city control was the solution of the problem. The Post-Dispatch proposed this and a plan to bring it into effect. Needed legislation was obtained, and the city contracted with men who had the necessary wagons; the entire city is continuously sprinkled, and the cost is

annually assessed against each property holder, his proportion being so small that there is no ground for protest.

6.—Campaign of Cleanliness.

The great cleaning up of the city in 1884, at an expense of \$20,000, raised by the Post-Dispatch, is remembered by those who were interested in the city affairs at that time. The poorly paved city had been neglected in other directions. A small-pox epidemic threatened. The conditions were inviting. There was no municipal machinery for the proper removal of the garbage, the cleaning of the streets and alleys and the fumigation of infected places.

The dread disease had obtained a stronghold in certain localities and was extending its sphere. In this crisis the Post-Dispatch called for and obtained the large sum necessary for the work. Citizens contributed liberally, and such a cleaning was given to the city as it had never had before.

7.—Firemen's Pension Fund.

Many citizens reckon events from the St. Nicholas Hotel fire. On Jan. 5, 1884, the coldest night in the history of the city, the fire department was called upon to fight one of the largest fires it has ever tried to extinguish. Water froze in the pipes, the ladders against the hotel front were incased in ice and remained for days beautifully imprisoned and useless. The following night another great fire destroyed a large furniture establishment.

The Post-Dispatch called for subscriptions in aid of the disabled firemen, whose daring and devotion had rendered them incapable of caring for their families. A large fund was raised, and out of this grew a movement for the creation of a fund to pension firemen injured in the line of duty and their dependents when death overtakes the brave men and when firemen retired for age. A fund amounting to \$75,000 was accumulated and legislation secured for the regular establishment of the fund and to control its management.

8.—Cheap Gas Secured.

Great causes are never won or lost in a day. From 1884 to 1890 the Post-Dispatch attacked the monopoly that controlled the gas-distributing service and street lighting of St. Louis. Consumers were compelled to pay \$3.50 for illuminating gas. Two corporations divided the city by an agreement to which, strange as it sounds to modern ears, the city was a party.

Constant publicity, insistent presentation of facts, aroused such a

public sentiment that, in spite of the fact that the Laclede company's principal owners acquired a strong control of the St. Louis company, and effected a consolidation, the needed privileges were denied until an agreement had been entered into for the reduction in the price of gas to \$1.25 per thousand feet, with a discount for prompt payment of bills.

9.—Jefferson Barracks Abuses.

Rumors of harsh treatment of recruits at Jefferson Barracks had been frequent before a Post-Dispatch reporter enlisted there on Aug. 30, 1889. He kept a careful record of his observations and experiences, which was printed when his release from the army had been obtained. The stories of cruelties practised by the non-commissioned officers and the neglect of the commissioned officers aroused widespread interest. Not only were St. Louisans aroused by the facts, but throughout the army the revelations were discussed. The War Department instantly ordered an investigation.

The investigation was very thorough, and as a result a captain and a lieutenant were transferred to uncongenial Western points, six sergeants were reduced to the ranks and various reforms were instituted which made the lot of the young soldiers more tolerable.

10.—Parnell Defense Fund.

When, in 1889, Charles Stewart Parnell, the leader of the Irish Home Rule party, was accused of complicity in the Phenix Park, Dublin, murders, the Post-Dispatch raised a fund of \$5,000 for his defense.

That events justified the confidence of the Post-Dispatch in the innocence of Parnell is now a matter of history. When the spy on whose testimony the case against the patriot was founded was exposed and the whole fabric of the State's case crumbled, there were many to defend Parnell. Indeed, there were many who shared the faith of the Post-Dispatch in the earlier days, for the fund of \$5,000 grew on contributions that averaged about 25 cents each.

A monster meeting was held in Music Hall when the treasurer of the national Parnell defense fund came to St. Louis and the \$5,000 raised by the Post-Dispatch was presented to him on the stage. The proceeds of this demonstration were added to the Post-Dispatch fund.

11.—War on Lotteries.

From its foundation, the Post-Dispatch opposed and denounced all forms of gambling, and the story of its long war on the gambling ring of St. Louis has been told. At that time it succeeded in driving out of business the local lottery companies and in reducing the business of the Louisiana company, which was the largest of the concerns. The Louisiana,

operating under a charter from the State whose name it bears, was protected in a measure even in its operation outside that State.

When this company's franchise was about to expire the Post-Dispatch was appealed to by citizens of Louisiana to aid in the fight against renewal. The company stood ready to bribe all who were in opposition.

When the fight was won the leading opponents of the lottery company testified to their appreciation of the Post-Dispatch's work in behalf of their cause by a vote of thanks. Other influences were at work, aroused by the Post-Dispatch, and the company fell to the position of an outlaw policy-slip vender.

12.—Relief for Flood Sufferers.

Wagon loads of food and clothing and \$18,486.00 in money was contributed in May, 1892, in response to appeals of the Post-Dispatch for flood sufferers. The Post-Dispatch steamer, Percy Swain, had gone on a voyage of discovery, with reporters and photographers. The flood had risen with unexampled rapidity, and the Percy Swain found many persons in danger. The first day out 160 persons were rescued and many more were picked up on subsequent voyages over the submerged fields on either side of the Mississippi in the vicinity of St. Louis. Barge loads of cattle were saved and household goods reclaimed from wrecked homes.

The story of the Post-Dispatch rescue boat was graphically told, and in response to appeals for funds in aid of those who had sustained great loss by reason of the flood contributions poured in rapidly. Supplies were purchased and taken to the needy. Later the fund was consolidated with a fund raised by the Merchants' Exchange. The contributions to the Post-Dispatch fund were at the rate of \$1,000 a day, and no fund equally large had ever been raised by any newspaper in so short a time.

13.—The Children's Camp.

Around the old home place of Semples of Tree View Farm, Piasa Bluffs, a tented city grew suddenly in June, 1893. There was established the Children's Summer Camp, an enterprise originated and fostered by the Post-Dispatch. The summer was exceptionally hot. In the tenements infant mortality was growing at an alarming rate. There were then few agencies for the aid of the little ones, few charities devoted to their well being.

The Post-Dispatch called for funds to establish a place in the country where the sick babies might be given a chance for life. The first proposal was printed in the Sunday Post-Dispatch on May 21. On June 10 the fund had passed the first \$1,000 mark; seven days later another \$1,000 had been added; six days later there was another \$1,000 in the fund. The

fund amounted to over \$4,000, in addition to contributed camp materials, outfits and food supplies.

The harbor boat was secured to take the babies and their mothers to the camp. Dr. A. V. L. Brokaw organized a corps of eight physicians. Every Monday during the summer a boatload of new patients were taken to camp, and during the summer 836 babies and mothers were in camp.

14.—Post-Dispatch Lake.

The panic of 1893 checked enterprises employing labor to such a degree that thousands of men eager, anxious to work could not find any employment, and great suffering resulted. The winter of 1893-4 was extremely cold and the number of persons applying to the agencies for the relief of the destitute was greater than ever before. The societies were unable to aid all the applicants and were constantly appealing for funds.

In this extremity the Post-Dispatch proposed that a large fund be raised, to be devoted to giving work to the unemployed. The plan decided on was the digging of a basin for a lake in Forest Park. Under the guidance of a committee of citizens this work was undertaken. Any man who wished to work for a day was put on the force, given a shovel or a pick or a team to drive. No machinery was used. The great basin was hollowed out entirely with pick and shovel. Committees of women made coffee for these laborers, of whom 20,000 were employed.

An extension to the lake in Carondelet Park was also dug by laborers paid from the fund raised by the Post-Dispatch under similar conditions of employment.

The fund reached the enormous total of \$39,215.79.

15.—Christmas Festival.

No feature of the Post-Dispatch work for the people is better known or more widely appreciated than the Christmas charities for the poor, which began in 1887, and have been continued annually since. The first of these was a Christmas tree in the Music Hall for all the children of the city who would otherwise have had no gifts. Two gigantic trees loaded with gifts occupied positions on the stage. The children were admitted in detachments, and preceding the presentation of gifts were entertained by numerous volunteer singers and performers. The entertainment was practically continuous from 10 o'clock A. M. until 10 o'clock P. M., probably the first twelve-hour continuous performance.

In subsequent years the Post-Dispatch co-operated with the Salvation Army and other organizations in bringing Christmas cheer to the poor,

but the latest and greatest of its festivals have been managed directly by the Post-Dispatch. Committees of citizens interested in philanthropic work have been enlisted in three great banquets which benefited whole families. They have cost large sums of money, which the readers of this paper have gladly contributed. The good done is incalculable.

16.—Invitation to Cleveland.

During his term as President Gen. Grant came to St. Louis several times. But he had formerly lived here and came on business or family matters. President Johnson, in his celebrated swing around the circle, had visited St. Louis and had been entertained for a day. With these exceptions no President up to Grover Cleveland's time had visited this city, or indeed been so far West. In 1887 the Grand Army of the Republic held its convention in this city. President Cleveland was invited to come at that time, but his vetoes of pension bills had made him unpopular with some members of the G. A. R., and these bitterly criticised those who were responsible for the invitation. The President declined to come during the convention. The Post-Dispatch, which had been the first newspaper to advocate the election of Grover Cleveland to the Presidency, started a movement for a popular invitation that would bring him at a later date. Large blanket sheets were placed at convenient places all over the city, and thousands of signatures to an invitation were secured. The movement was extremely popular. The volume which contained the invitation and signatures was bound in oak boards with silver clasps, hinges and plates. It was one of the largest books ever made and was the first of a unique line of invitations to the Chief Executive. A committee of 100 citizens, headed by Mayor D. R. Francis, presented the invitation and won an acceptance. The President came to St. Louis and was royally received and entertained.

17.—Relief in the Blizzard.

The winter of 1895 and 1896 was exceptionally severe. One of its incidents was a blizzard of great force and severe cold, which came down upon the city very suddenly. The poor had had a long, hard fight for existence and their need was great. Ordinary measures of relief could not be set in motion rapidly enough to save the destitute from terrible suffering, and even if the regular agencies were capable of speedy action the large number of needy persons had depleted treasuries to such an extent that extraordinary aid was required.

The Post-Dispatch purchased blankets, food and fuel, loaded these promptly into large vans, and each van, in charge of reporters, visited

those sections where need is always greatest. In the distribution the reporters were aided by the police and representatives of the charitable societies. They brought joy to many a comfortless home and saved many persons from intense suffering and death.

18.—The Tornado Fund.

No resident of St. Louis in 1896 will ever forget the devastation by the great tornado. The Post-Dispatch not only led all other newspapers in the prompt, complete and graphic telling of the story, but one of the first contributions for the relief of those suddenly made destitute and homeless was a \$5,000 check from Joseph Pulitzer. Other contributions poured into this paper, and the sum received had reached a large figure when it was decided to consolidate the fund with those being raised by other agencies in the Merchants' Exchange fund.

19.—Fenders and Vestibules.

That every street car in St. Louis is supplied with a fender and power brake and every car is vestibuled to protect the motormen from inclement weather is due to the initiative of the Post-Dispatch. The long fight began in 1896, when the need for fenders and vestibules was presented in a series of articles. After a long delay legislation was secured compelling the street car companies to adopt fender devices approved by the Board of Public Improvements and vestibule all cars.

When at length the legislation was secured compelling the installation on all cars of power brakes approved by the Board of Public Improvements, the war for three great life-saving devices was won. The companies resisted in each instance, and it became necessary to compel them to accede in the interest of the public.

20.—Relief for Chickamauga.

In the early days of the Spanish war the volunteer forces were mobilized in camps of instruction. Missouri regiments were sent to Chickamauga Park, near Chattanooga, Tenn. There they entered upon a life of unnecessary hardship, due in a large measure to the failure of the quartermaster's department of the army to properly supply the camp.

Post-Dispatch correspondents in this camp of instruction told of the hard conditions of life there and the necessities of the men. These stories aroused the sympathy of home folks, who sought means to send needful supplies out of their abundance to the regiments.

The Post-Dispatch undertook the collection and shipment of standard foodstuffs, and luxuries most appreciated in camps were collected and

shipped in five great refrigerator cars to Chickamauga. At the park the supplies were turned over to the regimental officers, who supervised the distribution through the companies.

The men were thus made more comfortable and enabled to resist the evils of this situation, which could not be eradicated by their friends. The Post-Dispatch reports of these conditions which affected the health of the volunteers led to a Government investigation and the shifting of the regiments to more sanitary sites than the space upon which they had been incautiously crowded. The investigation finally resulted in a thorough reform of the quartermaster's and medical bureaus.

21.—Relief for Galveston.

Galveston, Tex., was struck by a hurricane in 1900 and submerged for a time beneath the waters of the Gulf of Mexico. The first intelligent news reports of this disaster and the first pictures of scenes were printed in the Post-Dispatch. Properly, too, the Post-Dispatch was the first to forward relief to the stricken city.

Its special train was the first to enter the city carrying supplies to the destitute, in which number was included for a time nearly all the inhabitants. Contributions to the relief fund from Post-Dispatch readers were many and large, and as at the time of the St. Louis tornado, the Post-Dispatch turned over its accumulated subscriptions to a relief committee of the Merchants' Exchange, lending to that committee all its force of appeal that the relief might be given quickly and without confusion. For its services the Post-Dispatch was officially thanked by the managers of the fund.

22.—Free Ice Fund.

In the summer of 1901 the Post-Dispatch established a charity which has a glorious record. The summer began early and a long period of intense heat had depleted the energies of the people. Holders of ice, who had combined, advanced the price, thus making its purchase by the poor impossible. The Post-Dispatch called for subscriptions to a fund to supply ice to the people in the overheated tenements and to the indigent sick. The responses were prompt. Adolphus Busch was the first contributor. In three hours \$1,012.50 was contributed to the fund, which is the record for rapidity of accumulation in a newspaper fund.

Arrangements were made with ice owners not in the pool to supply ice, and the missions, settlements and other organized bodies of charitable workers co-operating, the distribution of ice was begun. Experience perfected the system, and each summer since 1901 the work has been

continued. A permanent organization of citizens has been formed, under whose auspices the fund is expended annually for the amelioration of the condition of the very poor in the trying season of heat.

23.—For Firemen's Orphans.

The daring of the city's firemen who risk their lives to save the lives and property of the people has ever been appreciated by the Post-Dispatch. The story of the firemen's pension fund founded by the Post-Dispatch has been told. On other occasions the Post-Dispatch has aided the firemen and their families. The most notable instance is the establishment of a fund for the education of orphans left by firemen killed in a fire in 1902.

A building on Chestnut street, between Third and Fourth streets, caught fire, and while a number of firemen were in the building, it fell, carrying down five to death.

A fund amounting to nearly \$5,000 was raised by the Post-Dispatch for the families of these valiant men. The proper distribution of this fund was left to a committee, which decided that inasmuch as the widows received large sums from the pension fund, and there were a number of young dependent children, the Post-Dispatch fund would be best employed if used to aid these children to secure that degree of education their fathers would have given them but for the disaster. This decision met with unanimous consent of the contributors and has been carried into effect.

24.—Fight on Boodlers.

That members of the Municipal Assembly were using their official position for personal profit; that they were guilty of taking bribes for legislative favors, was known and charged by the Post-Dispatch before evidence on which they could be convicted was uncovered by a quarrel over boodle. J. K. Murrell, when a member of the House of Delegates, acted as the boodle agent of a combine among members. Philip Stock, with whom he dealt, told the Grand Jury how he had negotiated for the purchase of a franchise for the Suburban Railway Company. Murrell fled to Mexico. He was needed to convict the members of the combine he had represented, and the Post-Dispatch sent a representative, Frank R. O'Neil, to bring Murrell back.

The search for the fugitive was long and arduous. When he was found the Post-Dispatch representative was able to make such a convincing statement of the reasons for Murrell's return that he decided to voluntarily come back and tell the whole story. Eighteen of his associates

were indicted on his testimony and nine have been convicted. Charles F. Kelly, one of the number, fled to Canada and thence to Europe. He returned when he thought it was safe, but on information furnished by the Post-Dispatch he was arrested in Philadelphia.

Throughout the fight on the boodlers the Post-Dispatch has upheld the arms of Circuit-Attorney Folk, aided him by every means in its power to prosecute the offenders, and raised a fund of \$15,000 for the extraordinary expenses of the prosecution, for which the indicted officials refuse to provide. Its efforts in this behalf have crowned a record of public service with an achievement unsurpassed in the history of journalism.

25.—Fight on the Bridge Arbitrary.

This year, the last in the quarter century of the history of the Post-Dispatch, is marked by a strenuous and successful campaign for St. Louis against the plans of the Terminal Railroad Association, representing a combination of fourteen railroads, to obtain valuable franchises without adequate compensation.

The Post-Dispatch alone protested against the passage of any of the bills until the Terminal Railroad Association agreed to give adequate compensation in the form of improved terminal conditions for the business interests of St. Louis. It protested against the effort to use the powerful influence of the World's Fair to get legislation favorable to a railroad, and insisted that the Terminal Association place St. Louis on the railway map by giving St. Louis a bill of lading in and out of the city; that it relieve St. Louis commerce of the burdensome bridge tolls and establish west side terminals; in short, make St. Louis, instead of East St. Louis, the terminus of St. Louis business.

The powerful railroad interests, the executive committees and boards of directors of the Exposition, the Business Men's League and the Merchants' Exchange approved the bills, but by a vigorous campaign of publicity and protest, in which the Post-Dispatch showed the power of the Terminal combine, the injustice it had wrought in St. Louis and the intolerable terminal conditions existing in the city which hampered and delayed St. Louis business, the business men of St. Louis were awakened to the true situation. The Manufacturers' Association demanded a St. Louis bill of lading. The Business Men's League soon followed with a petition to the Executive Committee to take up with the officials of the Terminal Association the question of improving St. Louis terminals and of securing a St. Louis bill of lading. A committee was appointed, and through its labors under the stimulus of the Post-Dispatch's work in ex-

posing the combine and demonstrating the needs of St. Louis, the Terminal Association and its proprietary railroads agreed to give this city a St. Louis bill of lading and to establish terminals on the west side; it agreed to pay \$150,000 into the city treasury, to contribute \$250,000 to a park opposite Union Station, and to build a passenger depot near the foot of Washington avenue. In short, it agreed to all the demands of the business men.

Appreciative Friends and Distinguished Contributors.

Among the journalists, specialists and famous public men and women who contributed to the twenty-fifth anniversary number of The Post-Dispatch were the following:

Ex-President Grover Cleveland.
 Justice David J. Brewer, of the United States Supreme Court.
 Judge Amos M. Thayer, of the United States District Court.
 Admiral George Dewey, U. S. N.
 Brig.-Gen. Frederick Dent Grant, U. S. A.
 Cardinal Gibbons.
 Archbishop Ryan.
 Bishop David S. Tuttle.
 Right Rev. J. J. Harty.
 Hon. Ethan A. Hitchcock, Secretary of the Interior.
 Hon. Hoke Smith, former Secretary of the Interior.
 Hon. John W. Noble, former Secretary of the Interior.
 Senator George Graham Vest.
 Hon. David R. Francis, President Louisiana Purchase Exposition.
 Hon. W. R. Merriam, Director of the Census.
 President R. H. Jesse, of the University of Missouri.
 Prof. Francis E. Nipher, of Washington University.
 Melville E. Stone, Manager Associated Press.
 John Mitchell, President United Mine Workers.
 Samuel Gompers, President American Federation of Labor.
 L. D. Kingsland, President St. Louis Manufacturing Association.
 James Hagerman, Esq., President of American Bar Association.
 Charles Parsons, Esq., President State National Bank.
 Walker Hill, President American Exchange Bank.
 George H. Daniels, of New York.
 Mrs. V. Jefferson Davis.
 Mrs. John A. Logan.

Minnie Maddern Fiske.
 Helen Gould.
 John Jacob Astor.
 George J. Gould.
 Lieut. R. E. Peary.
 Gov. Dockery, of Missouri.
 Gov. Cummins, of Iowa.
 Gov. Mickey, of Nebraska.
 Gov. Yates, of Illinois.
 Gov. Durbin, of Indiana.
 Gov. Bailey, of Kansas.
 Gov. Killough, of Arkansas.
 Gov. Peabody, of Colorado.
 Gov. Van Sant, of Minnesota.
 Gov. Terrell, of Georgia.
 Gov. Ferguson, of Oklahoma.
 Mayor Harrison, of Chicago.
 Mayor Reed, of Kansas City.
 Mayor Borden, of St. Joseph.
 Mayor Fleischmann, of Cincinnati.
 Mayor Wright, of Denver.
 Mayor Capdevielle, of New Orleans.
 Mayor Smith, of St. Paul.
 Mayor Weaver, of Philadelphia.
 Mayor Maybury, of Detroit.
 Mayor Anthony, of Leavenworth.
 Mayor Williams, of Memphis.
 Mayor Knight, of Buffalo.
 Former Mayors of St. Louis Ewing, Francis, Noonan, Walbridge,
 Ziegenhain, Wells and Cook.

From MELVILLE E. STONE, Manager of the Associated Press.

Perhaps the most illuminating comment on the remarkable success and achievements of Mr. Pulitzer's two papers was the page article written for the Post-Dispatch by Melville E. Stone, General Manager of the Associated Press, under the head, "The Romance of the Post-Dispatch." In his opening Mr. Stone said:

The basis of the romance of business is a man with a new idea.

The new idea which Mr. Pulitzer applied to journalism was public service through publicity.

I call this a new idea, not because men before his time had not understood the value of publicity as a moral force and the responsibility of the press as a public servant, but his conception and application of these principles as practical factors in every-day journalism were new. They gave journalism a new power and a new meaning. They enabled him to turn two apparently hopeless newspaper wrecks into a splendid success and to adorn their histories with notable achievements for the public welfare. They have made of his career a romance of imposing interest to mankind.

Two extraordinary achievements within one generation mark the intelligent energy of the man and the effective power of his principles.

Applying his principles to a journalistic derelict in St. Louis, with a broken-down press, a nominal circulation, and without influence, he changed it into a newspaper great and powerful for good within the sphere of its influence.

FRATERNAL GREETINGS.

Among the letters and telegrams received by Mr. Pulitzer from his brethren of the press were these:

From HOKE SMITH, of Atlanta, Ga., Formerly Secretary of the Interior.

I join your friends in congratulations upon your twenty-fifth anniversary.

The career of Mr. Pulitzer has been the most brilliant in all the record of American journalists. He began work without money and without friends.

He created his fortune and forced, unaided, his position.

The editorial policies of his papers have been honest, and while leaning strongly to the human side and to popular rights, have been conservative and patriotic.

Through all his work between the lines a recognition that life should not be all for self has shown, and now he gives a fortune to help train the journalists of the future.

There are many, many reasons to congratulate the Post-Dispatch.

Sincerely yours,

HOKE SMITH.

From CLARK HOWELL, of the Atlanta, Ga., Constitution.

In behalf of the Constitution and as an expression of my own good will, permit me to extend my hearty congratulations to the management of your newspaper, and Mr. Pulitzer personally, upon the twenty-fifth anniversary of the Post-Dispatch.

The event is one which attracts widespread attention, particularly in the field of journalism, for long since has the Post-Dispatch been looked

upon by newspaper men generally as being a typical exponent of up-to-date journalism.

In the history of the development of journalism in this and in any other country the name of Mr. Pulitzer stands in the forefront of those who are recognized as the greatest of the newspaper makers of the world.

CLARK HOWELL.

From L. CLARKE DAVIS, of the Philadelphia Ledger.

I congratulate Mr. Pulitzer heartily on the occasion of the twenty-fifth anniversary of the Post-Dispatch. He has grasped the great and precious secret of lasting and sure success as a public teacher, which is not to write merely for to-day or to-morrow, or even next year, but for the far future which is indissolubly linked with the present. A policy like that is an appeal to the reason of the wisest and most patriotic of our time; a success founded on that policy is permanent and full of honor.

L. CLARKE DAVIS.

From GEN. C. H. TAYLOR, of the Boston Globe.

I am glad to greet the first-born of Mr. Pulitzer's editorial genius on its twenty-fifth anniversary. With one foot firmly planted in the great metropolis of the Southwest and the other firmly planted in New York. Mr. Pulitzer appears to us a veritable journalistic Colossus of Rhodes.

His has been a great opportunity to influence the nation, and greatly has he met the opportunity. The success of the Post-Dispatch under his management is not less creditable to him than it is to the city of St. Louis, to the State of Missouri and to the people of the vast territory which constitutes its field.

CHARLES H. TAYLOR.

From SAMUEL BOWLES, of the Springfield, Mass., Republican.

The announcement that the twenty-fifth anniversary of the founding of the Post-Dispatch by Mr. Joseph Pulitzer is at hand reminds me of the flight of years and of my early acquaintance with Mr. Pulitzer, which began in the summer of 1877, when my father brought him home to Springfield as his guest from Saratoga Springs, where they had met and taken a liking to each other.

We found him an interesting visitor, and there was much newspaper talk in the house while he remained.

Since then he has made himself the most conspicuous journalist in America, and won a truly brilliant success as the maker of popular and profitable newspapers in St. Louis and New York. He has certainly a genius for producing a winning article in the newspaper line, and I think,

moreover, that his success has been not a little due to the confidence of the masses of the people in his sincere devotion to their interests.

I congratulate him and his associates of the Post-Dispatch upon the fine record of achievement that they can show for their twenty-five years of labor in St. Louis. Yours truly,

SAMUEL BOWLES.

From W. R. NELSON, of the Kansas City Star and Kansas City Times.

Joseph Pulitzer's great achievement was in disturbing the tranquillity, destroying the complacency and dispelling the drowsiness of the New York newspapers which had been accorded front rank in American journalism.

The newspapers of the West, the Post-Dispatch for example, had not beguiled themselves into self-sufficiency or languor, but self-sufficiency reigned in New York City until Mr. Pulitzer began to liven things up there—then it abdicated.

The results of this great awakening have been variously visible throughout the nation within the quarter century that has elapsed since that day, but in enlarged scope and endeavor, in enhanced energy, in vigilant watchfulness of public interest, in wise lavishness of expenditure, every newspaper in America has felt in some degree the force of Mr. Pulitzer's genius. Yours truly,

W. R. NELSON.

From R. M. DENHOLME, of the New Orleans Item.

Allow me to extend hearty congratulations on this the twenty-fifth anniversary of the St. Louis Post-Dispatch. Its wonderful growth in influence, power and circulation is one of the marvels of Western journalism, and emphasizes the fact that success or failure lies in the individual whose personality is entwined with the enterprise. The high position reached by the Post-Dispatch, won against great odds, is above all other things a monument to the ability and genius of its great founder, Mr. Joseph Pulitzer. Very truly yours,

R. M. DENHOLME.

St Louis, the World's Fair of 1904, and the Post-Dispatch.

The story of St. Louis just before, during, and just after the World's Fair period is marked by so much of the unprecedented and unexpected that it challenges a degree of interest usually accorded to romance only.

The story of the Post-Dispatch is closely interwoven with that of the World's Fair, in the years mentioned, and there is such coincidence in the progress of the city and the progress of the newspaper during that notable

epoch that this recital may well comprehend both subjects without violence to the proprieties.

St. Louis, nearly one hundred and fifty years old, had prior to 1903 been classed, where considered at all, as "a Southern city," substantial in its institutions and holdings, but ultra-conservative. In humorous extravagance it was described as possessing more of the characteristics of a cemetery than a mart. Chicago, with her great population, her tireless enterprise and her amazing speed of growth was so geographically close that the comparison between the two cities amounted to a contrast, mischievous to St. Louis. This, too, notwithstanding the fact that in the panic of 1893 the financial and commercial institutions of St. Louis established a record for stability equalled by no other city in America.

The announcement, then, that St. Louis was to undertake a universal exposition, undeterred by the magnificence of Chicago's achievement ten years before; undeterred by the losses and the financial disasters that marked the experience of all previous exposition cities, and undeterred by her own "poky" reputation, was the occasion of much wonderment and not a little raillery. But, in its own old-fashioned way and without bloviation the city constituted its entire population a committee of the whole and went to work. Building on the solid foundation of its self-reliance and doggedness, and offering no inducement to speculators or adventurers, St. Louis presented in 1904 the most beautiful and comprehensive exposition in history.

To this great work the newspapers gave generous assistance. The Post-Dispatch, whose circulation in its home city each day exceeds the number of dwellings within the corporate limits, printed many hundreds of columns of descriptive and informative matter concerning the Exposition, and made the architectural and art features the subject of scores of pictorial pages in colors. The paper's colossal anniversary number, marking its twenty-fifth year, was issued just in advance of the World's Fair opening, and by reason of its pictorial and descriptive offerings constituted a brilliant introductory to the Exposition itself.

Notwithstanding many discouragements—industrial, financial and even meteorological—the greatest World's Fair opened on time, and for seven months made St. Louis the Mecca of the universe. Europe was represented as never before in America, not only by her exhibits but by her people, who came in hundreds of thousands.

The Fair succeeded beyond all precedent, albeit, because of disparity in the populations of the two cities, the attendance record did not

equal that of the Chicago Exposition. Everybody was well housed and well fed.

A conception of the vastness of the achievement is best afforded by the following World's Fair statistics:

Cost of buildings, grounds, installations and maintenance.....	\$40,561,073
Of this amount foreign nations contributed.....	8,134,509
States of the Union contributed.....	5,539,428
The attendance during the seven months numbered.....	19,694,850

St. Louis, which in the eyes of the older world had been but a dot on the map in 1903, became known in every hamlet of civilization as the great city that it is.

Unlike all other cities where great expositions have been held, St. Louis refrained from speculative expansion. Her building record for the Fair year was only normal, although in the matter of streets and sewers she wisely made an unusual expenditure. As a result of this conservatism she shamed the prophets. It had been the universal observation that every great exposition was immediately followed by mischievous reaction—by shrinkage in property values and measurable paralysis of commercial activities. Some writers declared a world's fair to be only less injurious than a fire or a pestilence. All, or nearly all, agreed that St. Louis would sustain inevitably a financial loss and later a period of stagnation pending her growth to the artificial dimensions temporarily assumed for World's Fair year.

All predictions were discredited. St. Louis held a very notable percentage of the population attracted during the two years of construction and exhibition. The Fair closed on the first day of winter, yet instead of taking on habits of rest and retrenchment the people increased in their activity and enterprise, and the winter was one of most extraordinary commercial progress. These conditions have been maintained with progressive impetus to this writing. Property values have grown steadily and unprecedentedly since the Fair closed. New factories and business enterprises are amazing in number. All records have been broken in erection of new buildings. The Clearing-House figures for the past six months have fairly amazed the country.

Here are some figures for the period since the World's Fair work begun—just two years ago:

Increase in number of manufacturies, 9,290.

Increase in factory output in past year, \$34,000,000.

Increase in capital invested in manufacturing enterprises, \$23,432,900.

Increase in tonnage in past two years, 8,000,000 tons.

Increase in jobbing business during past year, 10 1-5 per cent.

Increase in railroads in territory developed from and by St. Louis during past year (40% of the entire nation's increase), 1,900 miles.

Increase in mercantile houses in the past year, 110; representing a capital of \$8,674,000.

Increase in bank deposits in past two years, \$52,905,000.

Present total of bank deposits, \$210,163,727.

Profits of banks and trust companies during past year, \$6,691,000.

Clearings in past year, representing the greatest proportionate increase in America, \$2,793,233,918.

New streets built by the city during World's Fair period, 80½ miles. Cost of same, \$4,531,512.

St. Louis is the fourth city in population and in manufacturing in America, and more than thirty millions of people live within her 500-mile radius.

It need hardly be said that in all of this progress the Post-Dispatch kept step. The fact is that there was a singular coincidence of growth between the city and that newspaper, and that the paper's business constituted a most reliable commercial barometer for the city.

At the end of December, 1903, the average circulation of the week-day Post-Dispatch was 124,201.

During the World's Fair the average week-day circulation increased to 149,481.

When the Fair ended and the thousands of transients took their departure the Post-Dispatch circulation, instead of dropping, as might have been expected, to the figures of the previous winter, held the major part of its increase, and its average at this writing (month ending April 30) was 144,389.

In the Sunday Post-Dispatch even a greater growth is visible. From a circulation of 186,062 in December, 1903, the figures advanced to an average of 246,927 during the World's Fair, and when normal commercial conditions were restored retained most of its increase, showing an average of 220,695 for the month ending April 30.

In advertising the figures are even more striking, since they show that, beginning in the year before the Fair, the paper took on a rapid growth, which it maintained not only through the Fair period but in even a greater degree after the Fair ended.

The total of advertising printed by the Post-Dispatch for the first four months of each of the three years under consideration was as follows:

First four months 1903, 8,553 columns.

First four months 1904, 9,328 columns.

First four months 1905, 9,548 columns.

The foregoing totals are far in excess of the figures of all other St. Louis newspapers. This simple statement effectually demonstrates that St. Louis neither retrograded nor even halted in its commercial movement when the World's Fair closed, but has kept steadily forward ever since.

The surest indication of local popularity of a newspaper is the number of want advertisements which it carries. In this respect the Post-Dispatch stands pre-eminent in St. Louis. The World's Fair crowds, with their myriad wants, gave abnormal proportions during 1904 to this newspaper feature, and the Post-Dispatch was their organ. The number of advertisements of this character printed during the year 1904 was 598,073. Of course, with the departure of the transient population this form of advertising fell off because of its strictly personal nature. Nevertheless, the Post-Dispatch printed during the first four months of 1905, 179,558 wants—a number vastly greater than that appearing in any other St. Louis publication. From all of the foregoing it is plain that the prosperity so wonderfully achieved by the World's Fair City is faithfully mirrored in the Post-Dispatch, and that, conversely, as the people's paper fares so fares the metropolis.

The World's Gigantic Growth Epitomized in Figures.

*Twenty Striking Facts and Contrasts in its Record-Breaking History
for Twenty Years from 1883 to 1903.*

Circulation in the CITY (Greater New York only)—all Morning Edition returns, exchanges, free or unsold copies deducted—daily average for April, 1903 518,707

NOTE:—For six months past the circulation of The World IN THE CITY, excluding country, has averaged 502,608 copies every day, INCLUDING HOLIDAYS.

Circulation in Greater New York, in the May prior to Mr. Pulitzer's purchase of The World, net daily average 9,669

Circulation in the country outside Greater New York (all returns, exchanges, free or unsold copies deducted) net April average 1903 . . . 307,272

Circulation in the country, April average, 1883,
GROSS. 7,628

Total papers printed to May 1,
1903, copies, 3,123,057,792

Equivalent to 5,714,557,000 8-page papers—more than
FIFTEEN copies for every inhabitant of the United
States, Great Britain and Ireland, France, Germany,
Italy and Russia combined.

Number of advertisements printed to
May 1, 1903 15,331,042

Number Printed Month of April, 1903 87,163

Number Printed Month of April, 1883 7,666

Total white paper used to May 1,
1903, pounds 651,459,509

More than 37,000 acres of forests have been cut to sup-
ply wood pulp for making paper consumed by The
World alone in 20 years. Weight of paper consumed
by The World every year greatly exceeds the combined
weight of the TWO East River Bridges.

Paper Used Last Week of April, 1903, . tons, 789

Paper Used Last Week of April, 1883, . tons, 6¼

A spruce forest as large as Central Park (843 acres)
is cut every three months to supply wood enough to
make paper for the various editions of The World.

Total Ink used, pounds 8,649,302

Total Composition, ems 10,742,995,338

The New Testament contains 618,000 ems. The
World's composition in 20 years has been equal there-
fore to setting the New Testament 17,883 times.

Cost of White Paper to
May 1, 1903 \$15,305,240.21

Cost of Composition to
May 1, 1903 \$5,775,521.02

Paid for Expressage and for
Postage to U. S. Government . \$1,920,541.31

Weight of express and mail of The World,
1903, one week, pounds 550,773

Weight of express and mail of The World,
1883, one week, pounds 5,850

Pay Roll (home office staff only) \$22,926,574.00

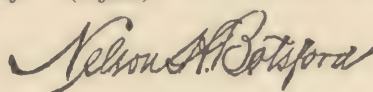
Total Income of the World

(May 10, 1883, to April 30, 1903)

\$67,008,244.75

Total Income of The World, year ending May 9, 1883,
when Mr. Pulitzer purchased it, \$375,082.49.

The above figures, so far as they relate to the business of The World, have been taken from the books of the Press Publishing Company by me. I solemnly swear they are true to the best of my knowledge and belief. (Signed)

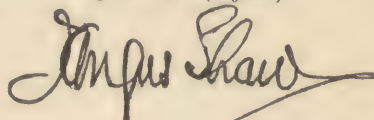


Financial Auditor.

Sworn to before me this 9th day of May,
1903.

G. C. FIEGEL, Notary Public.

I hereby certify that I have compared the foregoing figures of circulation, cash receipts and expenditures of The World with the records kept by me. I certify that they are absolutely correct. (Signed)

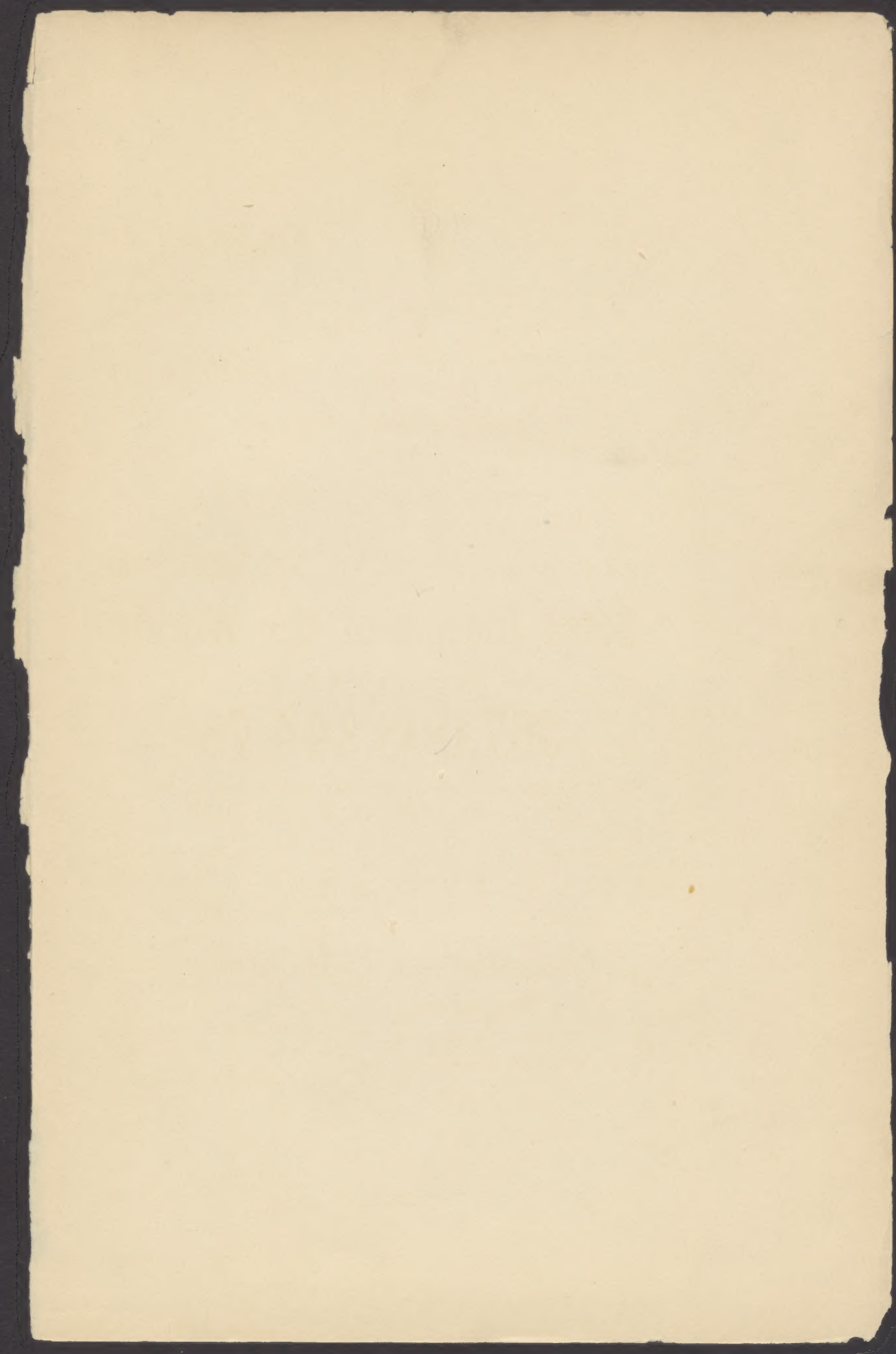


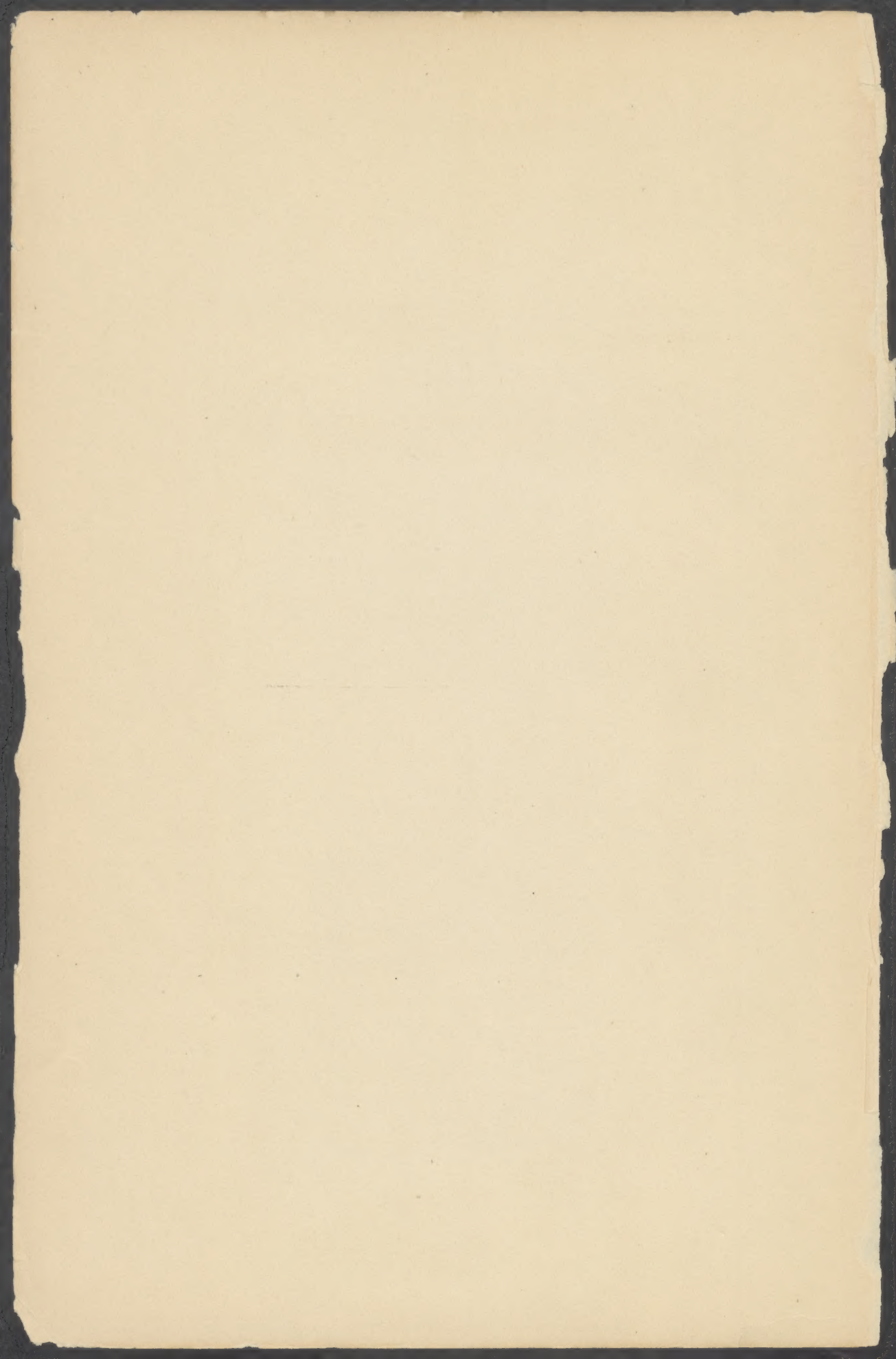
Cashier The World.

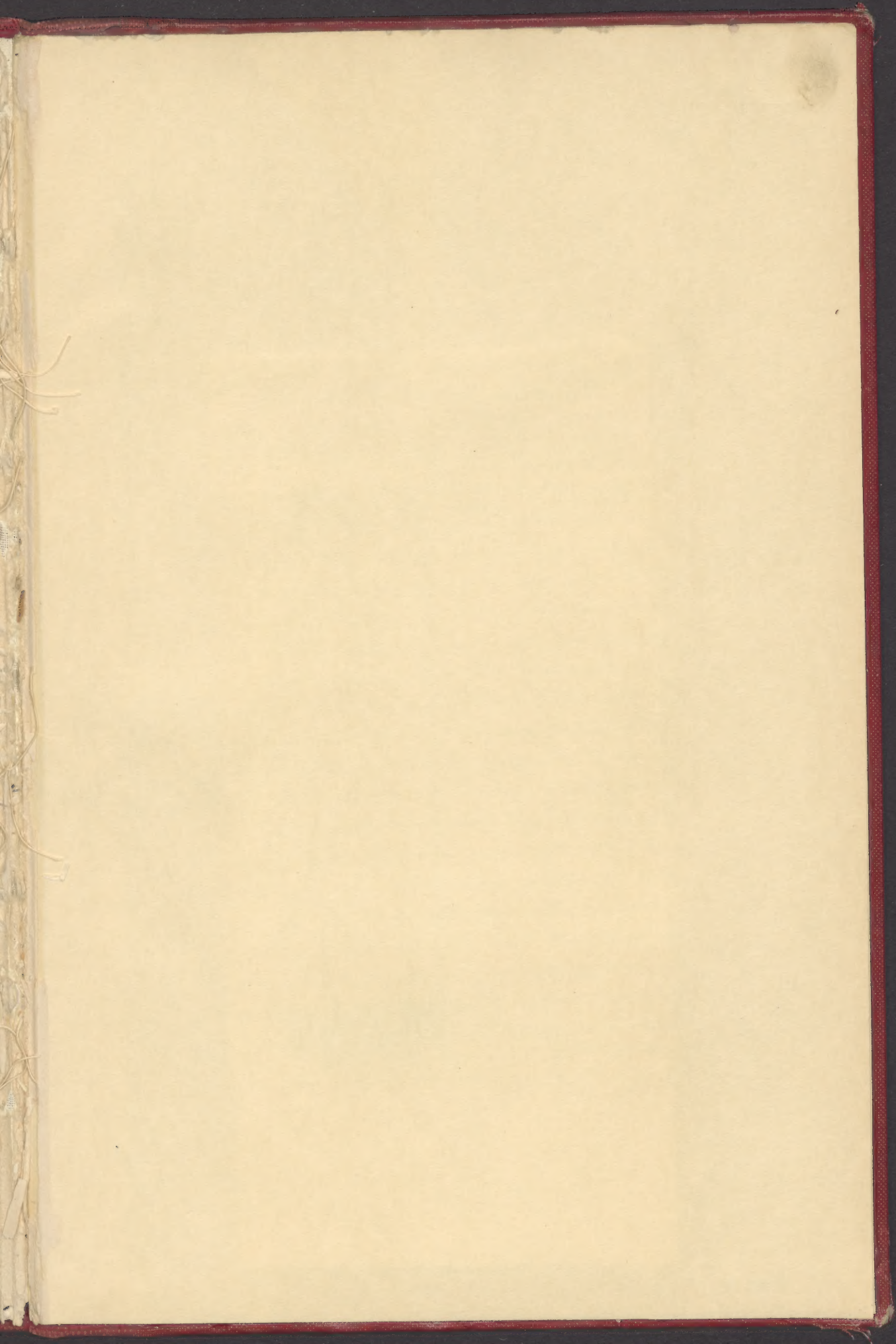
Secretary Press Publishing Co.

Sworn to before me this 9th day of May,
1903.

G. C. FIEGEL, Notary Public.







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